



STIC Search Report

EIC 2100

STIC Database Tracking Number: 1017

TO: Gwen Liang
Location: RND 3B11
Art Unit : 2162
Thursday, July 28, 2005

Case Serial Number: 09/547397

From: Geoffrey St. Leger
Location: EIC 2100
Randolph-4B31
Phone: 23450

geoffrey.stleger@uspto.gov

Search Notes

Dear Examiner Liang,

Attached please find the results of your search request for application 09/547397. I searched Dialog's patent files and general files.

Please let me know if you have any questions.

Regards,

Geoffrey St. Leger
4B31/x23540

St. Leger, Geoffrey

9547397-10

FAST & FOCUS

Access DB# 160775

SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: Gwen Liang Examiner #: 79180 Date: 7-28-05
Art Unit: 2162 Phone Number 301 x 24038 Serial Number: 09/542,397
Mail Box and Bldg/Room Location: RND 3B 11 Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Method and System for providing Information Using Keywords

Inventors (please provide full names): SATOMI, Hiroshi; MASUKAWA, Akihiro;
KASAI, Kenji; FUKUNAGA, Shinji; INOUE, Atsushi; ITO, Kosuke;

Earliest Priority Filing Date: 4/14/1999 IZUMI, Jiro

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Concept = as in Rmk (1/1), need to search ^{for} a secondary information (such as ads, coupons etc) based on the keywords or contents of a first information retrieved at the user request. The retrieved first information and the secondary information are then outputted together.

Claim: 39, focus on 39-4, 39-5

954739710

Access DB# 160775

SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: Gwen Liang Examiner #: 79180 Date: 7-28-05
 Art Unit: 2162 Phone Number 301 x24038 Serial Number: 09/547,397
 Mail Box and Bldg/Room Location: RMD 3B/11 Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Method and System for providing Information Using keywords...Inventors (please provide full names): SATOMI, Hiroshi; MASUKAWA, Akihiro;
KASAI, Kenji; FUKUNAGA, Shinji; INOUE, Atsushi; ITO, Kosuke;Earliest Priority Filing Date: 4/14/1997 IZUMI, Jiro

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Concept: as in Rmk (1/1), need to search ^{for} a secondary information (such as ads, coupons etc) based on the keywords or contents of a first information retrieved at the user request. The retrieved first information and the secondary information are then outputted together.

Claim: 39, focus on 39-4, 39-5

STAFF USE ONLY

	Type of Search	Vendors and cost where applicable
Searcher: <u>Geoffrey St. Leger</u>	NA Sequence (#) _____	STN _____
Searcher Phone #: <u>835410</u>	AA Sequence (#) _____	Dialog <u>✓</u>
Searcher Location: <u>4B31</u>	Structure (#) _____	Questel/Orbit _____
Date Searcher Picked Up: <u>7/28/05</u>	Bibliographic <u>✓</u>	Dr. Link _____
Date Completed: <u>7/28/05</u>	Litigation _____	Lexis/Nexis _____
Searcher Prep & Review Time: <u>30</u>	Fulltext <u>✓</u>	Sequence Systems _____
Clerical Prep Time: <u>1</u>	Patent Family _____	WWW/Internet _____
Online Time: <u>150</u>	Other _____	Other (specify) _____

File 347:JAPIO Nov 1976-2005/Feb(Updated 050606)
(c) 2005 JPO & JAPIO
File 350:Derwent WPIX 1963-2005/UD,UM &UP=200547
(c) 2005 Thomson Derwent

Set	Items	Description
S1	78080	AD OR ADS OR ADVERTIS??? OR ADVERTISEMENT? ? OR PROMOTION?? OR BANNER? ?
S2	80070	(SECOND??? OR ADDITIONAL OR SUPPLEMENTARY OR 2ND OR RELATE- D) (3W) (CONTENT? ? OR DATA OR INFORMATION OR DOCUMENT? ? OR AR- TICLE? ? OR RECORD? ? OR WEBPAGE? ? OR PAGE? ? OR WEBSITE? ? - OR' SITE? ? OR ITEM? ? OR URL? ?)
S3	2990706	SEARCH??? OR QUERY??? OR QUERIE? ? OR RETRIEV??? OR REQUES- T??? OR OBTAIN??? OR DATABASE? ? OR REPOSITOR???
S4	1358778	RESULT??? OR HITS
S5	79754	(RETRIEV??? OR RETURN???) (5N) (CONTENT? ? OR DOCUMENT? ? OR ARTICLE? ? OR RECORD? ? OR FILE OR FILES OR DATA OR INFORMATI- ON OR TEXT OR WEBPAGE? ? OR PAGE? ? OR WEBSITE? ? OR SITE? ? - OR ITEM? ? OR URL? ?)
S6	300452	WORD? ? OR KEYWORD? ? OR TERM? ? OR TERMINOLOG???
S7	43261	S1:S2 AND S3
S8	1115	S7 AND S4:S5 AND S6
S9	911	S8 AND IC=G06F
S10	6082	S1:S2(10N)S4:S5
S11	424	S9 AND S10
S12	252580	RESULTS OR HITS
S13	3192	S1:S2(10N) (S5 OR S12)
S14	354	S13 AND S3 AND S6 AND IC=G06F
S15	66	S1 AND S14
S16	912	S1:S2(15N)S12
S17	261	S3 AND S16 AND IC=G06F
S18	38	S6 AND S17
S19	10	S17 AND (INDEX??? OR DESCRIPTOR? ? OR DESCRIPTER? ?)
S20	45	S18:S19
S21	15	S20 AND AC=US/PR
S22	4	S21 AND AY=(1963:1999)/PR
S23	10	S20 AND PY=1963:1999
S24	12	S22:S23
S25	486	S1(10N)S5
S26	552	S1(15N)S5
S27	58	S26 AND S6 AND S3 AND IC=G06F
S28	57	S27 NOT S20
S29	10	S28 AND AC=US/PR
S30	6	S29 AND AY=(1970:1999)/PR
S31	5	S28 AND PY=1970:1999
S32	11	S30:S31
S33	46	S3 AND S16 AND S6
S34	10	S17 AND (INDEX??? OR DESCRIPTOR? ? OR DESCRIPTER? ?)
S35	8	S33:S34 NOT S20

24/5/3 (Item 3 from file: 347)
DIALOG(R) File 347:JAPIO
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not same

03667864 **Image available**
FILING SYSTEM

PUB. NO.: 04-032964 [JP 4032964 A]
PUBLISHED: February 04, 1992 (19920204)
INVENTOR(s): NAKASAKI KATSUICHI
MORI KENICHI
NONOYAMA YASUMASA
APPLICANT(s): MITSUBISHI ELECTRIC CORP [000601] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 02-132842 [JP 90132842]
FILED: May 23, 1990 (19900523)
INTL CLASS: [5] G06F-015/40
JAPIO CLASS: 45.4 (INFORMATION PROCESSING -- Computer Applications); 42.5 (ELECTRONICS -- Equipment)
JOURNAL: Section: P, Section No. 1352, Vol. 16, No. 201, Pg. 128, May 14, 1992 (19920514)

ABSTRACT

PURPOSE: To retrieve drawings, etc., which are relative among documents by providing an additional retrieval data base where link information relating respective documents with one another in drawing and document information units is registered and retrieved.

CONSTITUTION: When the retrieval conditions for a drawing, etc., are inputted from an input device 2, the drawing is retrieved in a retrieval index data base 9; when the necessary document is retrieved, its storage address is specified with an image data control file 8 and a file device 6 reads the drawing, etc., out of the corresponding address out of an optical disk 7. Simultaneously, retrieval for relative drawings, etc., of other documents and retrieval among relative documents are carried out on the additional index data base 10 according to link information on drawings, etc., satisfying the retrieval conditions, the retrieval results are displayed on a display device 4, and the obtained necessary drawings, etc., are outputted on a printer 3. Consequently, cross retrieval among the respective documents becomes possible.

24/5/4 (Item 4 from file: 347)
DIALOG(R) File 347:JAPIO
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03336467 **Image available**
METHOD FOR SYNTHESIZING BINARY PICTURE INFORMATION

PUB. NO.: 02-311967 [JP 2311967 A]
PUBLISHED: December 27, 1990 (19901227)
INVENTOR(s): MIYAI MAKOTO
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 01-134296 [JP 89134296]
FILED: May 26, 1989 (19890526)
INTL CLASS: [5] G06F-015/66
JAPIO CLASS: 45.4 (INFORMATION PROCESSING -- Computer Applications)
JOURNAL: Section: P, Section No. 1178, Vol. 15, No. 103, Pg. 162, March 12, 1991 (19910312)

ABSTRACT

PURPOSE: To speed up the synthesization processing of two kinds of binary picture information by operating exclusive OR in the unit of a word size, and synthesizing the binary picture information.

CONSTITUTION: A retrieving means 13 calculates the position of a segment area, whose leading part is started from a word boundary, equipped with the number of dots in a row direction equal with the word size and equipped with a part to be overlapped with a rectangular area. An exclusive OR means 14 operates OR for the unit of the word size to the binary picture information, which are included in the segment area on the first binary picture information to be calculated by the retrieving means 13, and data for which only the bit overlapped with the rectangular area of the segment area is made 1. For the logical operation result of a row, for which the logical operation results are not all '0', and the binary picture information of the correspondent row on the second binary picture information developing area, the exclusive OR operation is executed for the unit of the word size and the logical operation result is written to the correspondent row on the second binary picture information developing area. Thus, the binary picture information in the two rectangular areas are synthesized at high speed.

24/5/5 (Item 5 from file: 347)
 DIALOG(R) File 347:JAPIO
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=EP 343918 A2

02998739 **Image available**
 DATA RETRIEVING SYSTEM

PUB. NO.: 01-296339 [JP 1296339 A]
 PUBLISHED: November 29, 1989 (19891129)
 INVENTOR(s): MORIMOTO YOJIRO
 SEKIGUCHI KOICHI
 MURANAGA MIHO
 YAMASHITA YOSHIKAZU
 APPLICANT(s): TOSHIBA CORP [000307] (A Japanese Company or Corporation), JP
 (Japan)
 APPL. NO.: 63-127412 [JP 88127412]
 FILED: May 25, 1988 (19880525)
 INTL CLASS: [4] G06F-007/28
 JAPIO CLASS: 45.1 (INFORMATION PROCESSING -- Arithmetic Sequence Units);
 45.2 (INFORMATION PROCESSING -- Memory Units)
 JOURNAL: Section: P, Section No. 1007, Vol. 14, No. 84, Pg. 134,
 February 16, 1990 (19900216)

ABSTRACT

PURPOSE: To extract all desired related data without omission by one time of data retrieval by performing the data retrieval not only to a designated keyword, but also to a related keyword extracted from data containing the keyword.

CONSTITUTION: When a keyword A is inputted from an input section 1, the keyword A is stored in the keyword memory 6 of a related data extraction controlling section 4. Continuously, a data retrieval controlling section 3 retrieves the data having the keyword stored in the memory 6 and extracts data (a). Then a keyword extracting section 8 extracts the keyboard accompanying the data (a) and stores the keyword X in the memory 6 as a related keyword. When all data having the keyword A are extracted, the controlling section 4 performs data retrieval about the keyword X by referring to the memory 6. Data (b) are retrieved as a result of this retrieval. Upon completing data retrieval about the related keyword also, the data (a) and (b) are outputted to a display section 5 for display as retrieved results.

24/5/6 (Item 6 from file: 347)
 DIALOG(R) File 347:JAPIO
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PUB. NO.: 01-051544 [JP 1051544 A]
PUBLISHED: February 27, 1989 (19890227)
INVENTOR(s): YAMANO KOZO
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP
(Japan)
APPL. NO.: 62-207382 [JP 87207382]
FILED: August 22, 1987 (19870822)
INTL CLASS: [4] G06F-012/08 ; G06F-012/08
JAPIO CLASS: 45.2 (INFORMATION PROCESSING -- Memory Units)
JOURNAL: Section: P, Section No. 883, Vol. 13, No. 253, Pg. 102, June
13, 1989 (19890613)

PURPOSE: To shorten a cache access time by deciding the validity of a first cache **index** data depending on a first directory **index** result and a second and a third directory **index** results, obtaining the second cache **index** data or **index** data from a main memory depending on the second directory **index** result in case the first cache **index** data is decided to be invalid.

CONSTITUTION: The titled device is provided with a first directory (L1AA) 3 managed by a logical address, a real address register (PAR) 7 to receive a real address, a second directory (L2AA) 10 managed by a logical address, a second directory (P2AA) 11 managed by a real address, and a second data array (P2DA) 12 corresponding to the second directory and a third directory. A flip-flop 20 detects a first cache **index** error, and reports to the source of a **request** that first cache **index** data is valid. A flip-flop 22 makes first cache **index** data invalid, and displays that a second cache **index** data is valid. Further, a flip-flop 23 displays that the first cache and the second cache **indexed** result is in error, and that a read from the main memory is necessary.

014188968 ****Image available****
WPI Acc No: 2002-009665/200201
Related WPI Acc No: 1999-276577; 1999-312369; 2001-528705; 2002-187494;
2002-689872; 2003-228272; 2003-415567; 2003-662240
XRPX Acc No: N02-008039

Patent Assignee: DE LA HUERGA C (DHUE-I)
Inventor: DE LA HUERGA C
Number of Countries: 001 Number of Patents: 001
Patent Family:

Priority Applications (No Type Date): US 9623126 P 19960730; US 96727293 A
19961009; US 97871818 A 19970609; US 99247349 A 19990210; US 2000512125 A
20000224

Patent Details:					
Patent No	Kind	Lan	Pq	Main IPC	Filing Notes

US 6308171 B1 48 G06F-017/30 Provisional application US 9623126
CIP of application US 96727293
CIP of application US 97871818
CIP of application US 99247349
CIP of patent US 5895461
CIP of patent US 5903889

Abstract (Basic): US 6308171 B1

NOVELTY - A secondary record referenced by a **keyword** phrase is identified and rendered, when a received primary record phrase is determined to be associated with the **keyword** phrase.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (a) Record indication method;
- (b) Record rendering apparatus;
- (c) Record indicating apparatus

USE - For storing and **retrieving** data such as topic, text, audio visual **related data records** in computer system. For storing and **retrieving** information such as observations, measurements, lab **results**, vital sign indications, procedure reports, etc., about a patient in hospital information system (HIS) and clinical information system (CIS).

ADVANTAGE - Since secondary record associated with **keyword** phrase is accessed, the related information are quickly and directly referred by the user and related records are arranged in hypertext tree structure.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart of record parsing process for locating data reference within it.

pp; 48 DwgNo 15A/23

Title Terms: AUTOMATIC; DATA; STORAGE; **RETRIEVAL**; METHOD; HOSPITAL; CLINICAL; INFORMATION; SYSTEM; IDENTIFY; RENDER; SECONDARY; RECORD; REFERENCE; **KEYWORD**; PHRASE; ASSOCIATE; PRIMARY; RECORD; PHRASE

Derwent Class: T01

International Patent Class (Main): G06F-017/30

International Patent Class (Additional): G06F-017/60

File Segment: EPI

24/5/8 (Item 2 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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013815617 **Image available**

WPI Acc No: 2001-299829/200131

XRPX Acc No: N01-215120

Administration method for product promotion, involves facilitating manufacturer's payment of amount of money owed to retailer for promotion, after amount is determined by processing product POS data

Patent Assignee: NUWORLD MARKETING LTD (NUWO-N)

Inventor: ARENSON S K; CAMPBELL J C; COLUNGA G; HACKETT K S; LE WRIGHT D H; SULLIVAN T J; TRATTNER J M; WINDISH R J; LEWRIGHT D H

Number of Countries: 095 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200116696	A1	20010308	WO 2000US22269	A	20000814	200131 B
AU 200067715	A	20010326	AU 200067715	A	20000814	200137
US 20010018665	A1	20010830	US 99385489	A	19990830	200151
EP 1212674	A1	20020612	EP 2000955521	A	20000814	200239
			WO 2000US22269	A	20000814	

Priority Applications (No Type Date): US 99385489 A 19990830

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200116696 A1 E 72 G06F-007/20

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA

CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP
KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

AU 200067715 A G06F-007/20 Based on patent WO 200116696

US 20010018665 A1 G06F-017/60

EP 1212674 A1 E G06F-007/20 Based on patent WO 200116696

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
LI LT LU LV MC MK NL PT RO SE SI

Abstract (Basic): WO 200116696 A1

NOVELTY - The method involves facilitating the manufacturer's payment of the amount of money owed to a retailer for a promotion, after the amount of money the manufacturer owes to the retailer for the promotion is determined. The amount of money the manufacturer owes to the retailer for the promotion is determined by processing the product POS data, based on the **terms** of the promotion.

DETAILED DESCRIPTION - The **terms** of the promotion are captured and stored in a **database**. The product POS data are collected from at least one in-store POS system. The collected product POS data are filtered to **obtain** the promoted product POS data. INDEPENDENT CLAIMS are also included for the following:

- (a) a system for administering a promotion for a product;
- (b) a method for administering promotions for products;
- (c) a method for enabling a retailer and a manufacturer to verify the **terms** of the promotions;
- (d) and a system for administering promotions of products.

USE - Used for administering the promotion of a product involving a manufacturer and a retailer having at least one store with an in-store point of sale system.

ADVANTAGE - Enables administration of scan based trade **promotions** involving a retailer and a manufacturer. Enables reporting the **terms**, status, **results** and the settlements of the **promotion** to the retailer and the manufacturer on-line. Enables reducing the amount time which each retailer must wait for payment from the manufacturer for the promotion. Enables recording discounts for promoted products even when the POS system fails to make the appropriate discounts for promoted products. Enables administration of promotions which are not directly scan-based or have variable discounts. Provides rapid financial settlement by making payments for promotions using the best available electronic funds transfer system.

DESCRIPTION OF DRAWING(S) - The figure shows the schematic illustration of the administration system.

pp; 72 DwgNo 1/11

Title Terms: ADMINISTER; METHOD; PRODUCT; PROMOTE; FACILITATE; MANUFACTURE;
PAY; AMOUNT; MONEY; RETAIL; PROMOTE; AFTER; AMOUNT; DETERMINE; PROCESS;
PRODUCT; POS; DATA

Derwent Class: T01; T05

International Patent Class (Main): G06F-007/20 ; G06F-017/60

International Patent Class (Additional): G06F-017/00 ; G06G-001/12;

G06K-005/00; G06K-015/00; G07B-001/00

File Segment: EPI

24/5/9 (Item 3 from file: 350)

DIALOG(R) File 350: Derwent WPIX

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012239898 **Image available**

WPI Acc No: 1999-046006/ 199904

XRPX Acc No: N99-033508

Database structure and management - includes forming sets of tangible and intangible data elements, storing of each element only once and link back to storage location on further appearance of a stored element

Patent Assignee: SHARP G L (SHAR-I); SIMON C K (SIMO-I); SIMON L N (SIMO-I)
; SIMON B L N (SIMO-I)

Inventor: SHARP G L; SIMON L N; SIMON C K; SIMON B L N

Number of Countries: 082 Number of Patents: 011

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9855937	A1	19981210	WO 98US11077	A	19980601	199904 B
AU 9880549	A	19981221	AU 9880549	A	19980601	199919
EP 990209	A1	20000405	EP 98928848	A	19980601	200021
			WO 98US11077	A	19980601	
CN 1254428	A	20000524	CN 98804034	A	19980601	200043
AU 732800	B	20010503	AU 9880549	A	19980601	200129
JP 2002504247	W	20020205	WO 98US11077	A	19980601	200212
			JP 99502636	A	19980601	
US 6510433	B1	20030121	US 9748515	P	19970604	200309
			WO 98US11077	A	19980601	
			US 99455084	A	19991206	
US 20030135483	A1	20030717	US 9748515	P	19970604	200348
			WO 98US11077	A	19980601	
			US 99455084	A	19991206	
			US 2002322093	A	20021217	
MX 211560	B	20021122	WO 98US11077	A	19980601	200381
			MX 9911231	A	19991203	
US 6665680	B2	20031216	US 9748515	P	19970604	200382
			WO 98US11077	A	19980601	
			US 99455084	A	19991206	
			US 2002322093	A	20021217	
JP 3524106	B2	20040510	WO 98US11077	A	19980601	200432
			JP 99502636	A	19980601	

Priority Applications (No Type Date): US 9748515 P 19970604; US 99455084 A 19991206; US 2002322093 A 20021217

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9855937 A1 E 93 G06F-017/00

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9880549 A Based on patent WO 9855937

EP 990209 A1 E G06F-017/00 Based on patent WO 9855937

Designated States (Regional): DE FR GB

CN 1254428 A G06F-017/00

AU 732800 B G06F-017/00

Previous Publ. patent AU 9880549

Based on patent WO 9855937

JP 2002504247 W 97 G06F-017/30

Based on patent WO 9855937

US 6510433 B1 G06F-017/30

Provisional application US 9748515

Cont of application WO 98US11077

US 20030135483 A1 G06F-007/00

Provisional application US 9748515

Cont of application WO 98US11077

Cont of application US 99455084

Cont of patent US 6510433

MX 211560 B G06F-017/00

US 6665680 B2 G06F-007/00

Provisional application US 9748515

Cont of application WO 98US11077

Cont of application US 99455084

Cont of patent US 6510433

JP 3524106 B2 50 G06F-017/30

Previous Publ. patent JP 200204247

Based on patent WO 9855937

Abstract (Basic): WO 9855937 A

A database of information stored in a fixed medium comprises a

set of tangible data elements representing things having physical weight and causing an effect and a set of intangible elements representing **words** and concepts having no physical weight or effect and having a first subset of effect data elements representing **words**, standing along and in combination with other **words** and describing actions, objectives, **results**, missions, procedures and processes and a **second** subset of descriptive **data** elements describing the tangible data elements, the effect elements and degrees of performance of the tangible data elements.

All data elements are stored in a hierarchal structure of parent-child relationships, where any tangible data element having any child must have at least 2 children. The hierarchal structure is in the form of a table and each data element is stored only once, with a link back to its location during its further appearance. Each linked data element represents linked **words** from different sets or subsets or data elements having characteristics identifying a set or subset.

USE - Creation and management of relational **database** and **database** structure

ADVANTAGE - Location of data elements at different locations

Dwg.1a/23

Title Terms: **DATABASE**; STRUCTURE; MANAGEMENT; FORMING; SET; TANGIBILITY; DATA; ELEMENT; STORAGE; ELEMENT; LINK; BACK; STORAGE; LOCATE; APPEAR; STORAGE; ELEMENT

Derwent Class: T01

International Patent Class (Main): G06F-007/00 ; G06F-017/00 ; G06F-017/30

International Patent Class (Additional): G06F-009/44 ; G06F-012/00

File Segment: EPI

24/5/10 (Item 4 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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011373319 **Image available**

WPI Acc No: 1997-351226/ 199732

XRPX Acc No: N97-291031

Computing system for scientific and technical calculations - has buffer unit for smoothing peaks of input requests at additional switch and uses main switch to transmit data according to fixed addresses
Patent Assignee: BURTSEV V S (BURT-I); NODAL TECHNOLOGY INC (NODA-N); NODAL SYSTEMS INC (NODA-N); NODAL IND INC (NODA-N); BEREZKO A M (BERE-I); ERSCHOV V K (ERSC-I); FYODOROV V B (FYOD-I); KHAILOV I K (KHAI-I); KOSLOV L A (KOSL-I); NIKITIN M J (NIKI-I); NIKOLSKAJA J N (NIKO-I); PODSHIVALOV D B (PODS-I); SIZKO E V (SIZK-I); TORCHIGIN V P (TORC-I); TVERDOKHLEBOV M V (TVER-I); FLODOROV V B (FLOD-I); TORCHIGAN V P (TORC-I)
Inventor: BEREZKO A M; BURTSEV V S; ERSCHOV V K; FEDOROV V B; KHAILOV I K; KOZLOV L A; NIKITIN M J; NIKOLSKAYA J N; PODSHIVALOV D B; SIZKO E V; TORCHIGIN V P; TVERDOKHLEBOV M V; NIKOL-SKAYA J N; SY-ZKO E V; ERSCHOV V K; FYODOROV V B; KOSLOV L A; NIKOLSKAJA J N; TVERDOKHLEBOV N V; FLODOROV V B; TORCHIGAN V P

Number of Countries: 071 Number of Patents: 013

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9723834	A1	19970703	WO 96RU347	A	19961216	199732 B
AU 9713224	A	19970717	AU 9713224	A	19961216	199745
RU 2110089	C1	19980427	RU 95121508	A	19951222	199848
EP 886224	A1	19981223	EP 96944703	A	19961216	199904
			WO 96RU347	A	19961216	
KR 99076709	A	19991015	WO 96RU347	A	19961216	200051
			KR 98704823	A	19980622	
JP 2001519058	W	20011016	WO 96RU347	A	19961216	200176
			JP 97523548	A	19961216	
US 20020016902	A1	20020207	WO 96RU347	A	19961216	200213
			US 9899476	A	19980618	

US 6370634	B1	20020409	US 2001928547	A	20010813
			WO 96RU347	A	19961216 200227
			US 9899476	A	19980618
IL 125051	A	20030112	IL 125051	A	19961216 200317
EP 886224	B1	20030618	EP 96944703	A	19961216 200341
			WO 96RU347	A	19961216
DE 69628768	E	20030724	DE 96628768	A	19961216 200356
			EP 96944703	A	19961216
			WO 96RU347	A	19961216
ES 2202493	T3	20040401	EP 96944703	A	19961216 200425
KR 431998	B	20040716	WO 96RU347	A	19961216 200474
			KR 98704823	A	19980622

Priority Applications (No Type Date): RU 95121508 A 19951222

Cited Patents: EP 373299; SU 1569843; SU 1589284; SU 1633417; SU 1674146;
SU 849898; US 4884194; US 4897786; US 5243699

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9723834 A1 R 69 G06F-015/16

Designated States (National): AL AM AT AU AZ BB BG BR BY CA CH CN CZ DE
DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK
MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN

Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GR IE IT KE
LS LU MC MW NL OA PT SD SE SZ UG

AU 9713224 A G06F-015/16 Based on patent WO 9723834

RU 2110089 C1 G06F-015/16

EP 886224 A1 E G06F-015/16 Based on patent WO 9723834

Designated States (Regional): DE ES FR GB IE IT

KR 99076709 A G06F-015/16 Based on patent WO 9723834

JP 2001519058 W 73 G06F-015/16 Based on patent WO 9723834

US 20020016902 A1 G06F-015/76 CIP of application WO 96RU347

Cont of application US 9899476

US 6370634 B1 G06F-015/16 CIP of application WO 96RU347

IL 125051 A G06F-015/16 Based on patent WO 9723834

EP 886224 B1 E G06F-015/16 Based on patent WO 9723834

Designated States (Regional): DE ES FR GB IE IT

DE 69628768 E G06F-015/16 Based on patent EP 886224

Based on patent WO 9723834

ES 2202493 T3 G06F-015/16 Based on patent EP 886224

KR 431998 B G06F-015/16 Previous Publ. patent KR 99076709

Based on patent WO 9723834

Abstract (Basic): WO 9723834 A

The computing system carries out program loading at first and **second data** inputs (6,7) and passes the **results** of processing into a data output (11). Commands for the controlling elements of each processor module (1) and commands for processing of command **words** and operands are recorded in the corresponding memory unit.

Start packets, together with the corresponding control signals, are passed to the data inputs of a buffer unit (5), smoothing the peaks of input **requests** at the input of an additional switch (3) and also used during start up as an additional function.

Data from the buffer unit are accompanied by transmission strobes, acting as control signals of **requests** for exchange and are transmitted to the additional switch. A main switch (2) carries out transmission of data according to fixed addresses from its output, which is controlled by the assigned number k of an associative memory module (4). The digits of functional fields of half-packets and transmission strobes from the main switch are passed to the memory modules and each processor module carries out processing of commands without mutual synchronisation with each of the remaining processor modules.

USE/ADVANTAGE - Scientific and technical calculation in cosmic and aviation techniques, in geodesy, hydro-meteorology and other fields. High efficiency by increased loading of processor modules and reduced

processing time.

Dwg.1/35

Title Terms: COMPUTATION; SYSTEM; SCIENCE; TECHNICAL; CALCULATE; BUFFER;
UNIT; SMOOTH; PEAK; INPUT; REQUEST ; ADD; SWITCH; MAIN; SWITCH; TRANSMIT
; DATA; ACCORD; FIX; ADDRESS

Derwent Class: T01

International Patent Class (Main): G06F-015/16 ; G06F-015/76

International Patent Class (Additional): G06F-015/173

File Segment: EPI

24/5/11 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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010450088 **Image available**

WPI Acc No: 1995-351405/ 199545

XRPX Acc No: N95-262025

Central processor with duplicate basic processing units - uses dual basic
processing units each formed on single VLSI circuit chip and using
multiplexed control signals, and half-size double word result buses for
transferring data manipulation results to cache memory

Patent Assignee: BULL HN INFORMATION SYSTEMS INC (HONEY)

Inventor: BOOTHROYD D C; LANGE R E; SHELLY W A

Number of Countries: 018 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9526529	A1	19951005	WO 95US3006	A	19950314	199545 B
US 5495579	A	19960227	US 94218532	A	19940325	199614
EP 752131	A1	19970108	EP 95913636	A	19950314	199707
			WO 95US3006	A	19950314	
EP 752131	A4	19970604	EP 95913636	A	19950000	199746
EP 752131	B1	19990120	EP 95913636	A	19950314	199908
			WO 95US3006	A	19950314	
DE 69507460	E	19990304	DE 607460	A	19950314	199915
			EP 95913636	A	19950314	
			WO 95US3006	A	19950314	

Priority Applications (No Type Date): US 94218532 A 19940325

Cited Patents: US 4853932; US 5095485; US 5136595; US 5195101; US 5220662;

US 5249187; US 5263034; US 5271023; US 5276862; EP 257405

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9526529 A1 22 G06F-011/00

Designated States (National): JP

Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LU MC NL

PT SE

US 5495579 A 10 G06F-011/00

EP 752131 A1 E 22 G06F-011/00 Based on patent WO 9526529

Designated States (Regional): DE FR GB IT

EP 752131 B1 E G06F-011/00 Based on patent WO 9526529

Designated States (Regional): DE FR GB IT

DE 69507460 E G06F-011/00 Based on patent EP 752131

Based on patent WO 9526529

EP 752131 A4 G06F-011/00

Abstract (Basic): WO 9526529 A

The central processing unit includes duplicate BPUs (60,61) which
are implemented on a single VLSI chip, and which performs single or
double data manipulation to obtain identical data manipulation
results. A cache unit (70) receives data manipulation results from both
of the BPUs and transfers specified information words simultaneously
to both BPUs upon request .

In each BPU, parity is generated for control groups, which are made
up of cache interface control signals generated by each BPU. Parity for

the groups sent to the cache unit (70) and the other respective BPU, are checked for errors in both the cache unit (70) and the respective BPU. In the event that an error is sensed, an error signal is issued to institute appropriate remedial action.

USE/ADVANTAGE - Validating data manipulation results in CPU. Uses multiplexed control signals to reduce inter-unit conductor count.

Dwg.3/4

Title Terms: CENTRAL; PROCESSOR; DUPLICATE; BASIC; PROCESS; UNIT; DUAL; BASIC; PROCESS; UNIT; FORMING; SINGLE; VLSI; CIRCUIT; CHIP; MULTIPLEX; CONTROL; SIGNAL; HALF; SIZE; DOUBLE; WORD ; RESULT; BUS; TRANSFER; DATA; MANIPULATE; RESULT; CACHE; MEMORY

Index Terms/Additional Words: BASIC; PROCESSING; UNIT

Derwent Class: T01

International Patent Class (Main): G06F-011/00

International Patent Class (Additional): G06F-011/10 ; G06F-011/16

File Segment: EPI

24/5/12 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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009702983 **Image available**

WPI Acc No.: 1993-396536/ 199350

XRPX Acc No: N93-306479

Data transmission and/or storage method - using address pointer
information identifying memory address for data component of blocks with
greater than mean word length

Patent Assignee: DEUT THOMSON-BRANDT GMBH (THOH)

Inventor: HAUPT D; HOLTZ F; KEESEN W; KEESEN H W

Number of Countries: 008 Number of Patents: 011

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 573813	A2	19931215	EP 93107957	A	19930515	199350 B
DE 4218695	A1	19931216	DE 492218695	A	19920609	199351
JP 6276105	A	19940930	JP 93137495	A	19930608	199444
US 5386213	A	19950131	US 9374579	A	19930608	199511
EP 573813	A3	19940817	EP 93107957	A	19930515	199530
CN 1081051	A	19940119	CN 93106897	A	19930608	199712
EP 573813	B1	19980812	EP 93107957	A	19930515	199836
DE 59308856	G	19980917	DE 93508856	A	19930515	199843
			EP 93107957	A	19930515	
ES 2121891	T3	19981216	EP 93107957	A	19930515	199906
JP 3176759	B2	20010618	JP 93137495	A	19930608	200136
CN 1050490	C	20000315	CN 93106897	A	19930608	200465

Priority Applications (No Type Date): DE 492218695 A 19920609

Cited Patents: No-SR.Pub; EP 385654; US 4907101; US 5047852; WO 9102430; WO 9208289

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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EP 573813	A2	G	9	H04N-007/13	
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Designated States (Regional): DE ES FR GB IT

DE 4218695	A1	7	H03M-007/40	
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JP 6276105	A	7	H03M-007/40	
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US 5386213	A	7	H03M-007/40	
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EP 573813	A3		H04N-007/13	
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CN 1081051	A		H04N-005/76	
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EP 573813	B1	G	H04N-007/24	
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Designated States (Regional): DE ES FR GB IT

DE 59308856	G		H04N-007/24	Based on patent EP 573813
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ES 2121891	T3		H04N-007/24	Based on patent EP 573813
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JP 3176759	B2	7	H03M-007/40	Previous Publ. patent JP 6276105
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CN 1050490	C		H04N-007/24	
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Abstract (Basic): EP 573813 A

The coded data are divided into digital signals of differing word length (BL) and assembled into blocks with a constant means word length using a memory (3, 4), the incomplete blocks being filled with stored data obtained from other blocks.

Each block contains an address pointer information identifying an address in a memory (10) for separated data components of blocks with above the mean word length. A recovery pointer pair with a full word width is inserted between each given number of useful data blocks.

USE/ADVANTAGE - Used for image data transmission and/or storage ensuring good image quality in normal operation and allowing decoding in fault mode.

Dwg.2/2

Title Terms: DATA; TRANSMISSION; STORAGE; METHOD; ADDRESS; POINT; INFORMATION; IDENTIFY; MEMORY; ADDRESS; DATA; COMPONENT; BLOCK; GREATER; MEAN; WORD ; LENGTH

Derwent Class: W02; W04

International Patent Class (Main): H03M-007/40; H04N-005/76; H04N-007/13; H04N-007/24

International Patent Class (Additional): G06F-013/28 ; H03M-007/30; H04L-029/02; H04N-001/41; H04N-007/00; H04N-007/133; H04N-007/30

File Segment: EPI

?

32/5/1 (Item 1 from file: 347)
DIALOG(R) File 347:JAPIO
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not same

06061841 **Image available**
ADVERTIZING DEVICE FOR ELECTRONIC INTERACTION

PUB. NO.: 11-003348 [JP 11003348 A]
PUBLISHED: ~~January 06, 1999~~ (19990106)
INVENTOR(s): IHARA MASANORI
APPLICANT(s): SHARP CORP
APPL. NO.: 09-153716 [JP 97153716]
FILED: June 11, 1997 (19970611)
INTL CLASS: G06F-017/30 ; G06F-017/60 ; G09F-027/00

ABSTRACT

PROBLEM TO BE SOLVED: To enable a speaker participating in electronic interaction to obtain desired information at the desired point of time and to perform efficient advertisement by allowing an advertising side to provide information the talker requires at the time of being required.

SOLUTION: An advertising device 1 is composed of an interaction recording part 2 recording chat contents, a word extracting part 3 extracting a word from the part 2, an advertising dictionary 4 storing advertising contents, an advertisement retrieving part 5 selecting advertisement concerning a word /phrase coincident with an extracted word from the dictionary 4 and an advertisement providing part 6 recording selected advertisement in the part 2. When a word within a sentence inputted by a chat participant is coincident with a registered word /phrase, an advertising message matching with it is provided.

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32/5/3 (Item 3 from file: 347)
DIALOG(R) File 347:JAPIO
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02731180 **Image available**
INFORMATION REGISTERING AND RETRIEVING DEVICE

PUB. NO.: 01-028780 [JP 1028780 A]
PUBLISHED: January 31, 1989 (19890131)
INVENTOR(s): KAMATA HIROSHI
KITA SUMIO
KATSUTA YUJI
TAKANO SAKUJI
APPLICANT(s): SHARP CORP [000504] (A Japanese Company or Corporation), JP
(Japan)
APPL. NO.: 62-186460 [JP 87186460]
FILED: July 23, 1987 (19870723)
INTL CLASS: [4] G06F-015/40 ; H04N-001/21
JAPIO CLASS: 45.4 (INFORMATION PROCESSING -- Computer Applications); 44.7
(COMMUNICATION -- Facsimile)
JOURNAL: Section: P, Section No. 873, Vol. 13, No. 212, Pg. 14, May
18, 1989 (19890518)

ABSTRACT

PURPOSE: To speed up a retrieving word and to save a labor by concentratedly executing a series of retrieving operation according to secondary information and integrally outputting the secondary information of a retrieving result to a display or a printer separately from the retrieving operation.

CONSTITUTION: The first receiving means of a CPU 1 stores the secondary information selected and instructed by the key operation of an operator, namely a data No in a storage device 8 to output and reserve in a step in which the chart of the secondary information **retrieved** based on a **retrieving** condition and stop the output of primary information corresponding to the data No to the CRT and the printer 9. The second output reserving means of the CPU 1 stores the primary information designated by the key operation of the operator to output and reserve in a step in which the primary **information** corresponding to the **retrieved** secondary **information** is displayed on the CRT 3 and stop the output of the primary information to the printer 9. The CPU 1 integrally outputs the primary information reserved in the respective means respectively to the CRT 3 and the printer 9 to display and print.

32/5/4 (Item 4 from file: 347)
DIALOG(R) File 347:JAPIO
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02275024 **Image available**
INFORMATION REGISTRATION AND RETRIEVAL DEVICE

PUB. NO.: 62-191924 [JP 62191924 A]
PUBLISHED: August 22, 1987 (19870822)
INVENTOR(s): MIMURA YOSHISUKE
APPLICANT(s): MATSUSHITA ELECTRIC IND CO LTD [000582] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 61-034525 [JP 8634525]
FILED: February 18, 1986 (19860218)
INTL CLASS: [4] G06F-007/28
JAPIO CLASS: 45.1 (INFORMATION PROCESSING -- Arithmetic Sequence Units); 45.2 (INFORMATION PROCESSING -- Memory Units); 45.4 (INFORMATION PROCESSING -- Computer Applications)
JOURNAL: Section: P, Section No. 664, Vol. 12, No. 43, Pg. 136, February 09, 1988 (19880209)

ABSTRACT

PURPOSE: To easily **retrieve** information most satisfying conditions first, the second-best and so on by evaluating how much each **retrieved** information satisfies the inputted **retrieval** conditions and outputting **retrieved** information in decreasingly sort-out order of the condition agreement evaluation values.

CONSTITUTION: When a **retrieval** keyword is inputted, an **information retrieval** part 16 transmits a top address AD in an area in an information memory part 14 storing said registration **information** to a **retrieval** result memory part 18. With a registration **keyword** accompanied by each registration **information** **retrieved** by the **information retrieval** part 16 and the **retrieval** keyword temporarily stored in the inner buffer S of the **information retrieval** part 16 as inputs, a condition agreement evaluation part 17 evaluates the information from a condition agreement evaluation function, and transmits the evaluation value EVAL to the **retrieval** result memory part 18. An evaluation value sort-out part 18 rearranges the condition agreement evaluation values of a piece of information stored in the **retrieval** result memory part 18 in decreasing order. Thus the **retrieval** results are sequentially outputted with that of the highest condition agreement degree first.

32/5/5 (Item 1 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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016402392 **Image available**

WPI Acc No: 2004-560301/200454
Related WPI Acc No: 2004-803648
XRPX Acc No: N04-443242

Contextual on-line information promoting method for e-commerce, involves determining contextual information from stored meta-data and generating instructions for displaying contextual information pertaining to display page

Patent Assignee: MICROSOFT CORP (MICT)
Inventor: ANGIULO M A; HENNINGS E; SMITH M D
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6763496	B1	20040713	US 99283780	A	19990331	200454 B

Priority Applications (No Type Date): US 99283780 A 19990331

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 6763496	B1	25	G06F-015/00	

Abstract (Basic): US 6763496 B1

NOVELTY - The method involves editing a linked document to change a parameter of the document to produce an edited document, which is stored in a server. A meta-data reference of one changed parameter of the linked document is generated. Contextual information from a stored meta-data is determined and instructions for displaying in the display page, the contextual information pertaining to the document, are generated automatically.

DETAILED DESCRIPTION - An **INDEPENDENT CLAIM** is also included for a computer readable medium with computer executable instructions for promoting contextual information pertaining to a linked document to a display page containing a hyperlink to the linked document.

USE - Used for promoting a contextual on-line information in a linked document to provide services such as document viewing, e-commerce, directory lookup, on-line classified **advertisements**, reference services, electronic bulletin boards, **document retrieval**, electronic publishing, **key-word searching** of documents, technical support of products, and directories of on-line services.

ADVANTAGE - The generated instructions define a part of the display page and uploaded from the server to the browser, thereby enabling display of the contextual information pertaining to the linked document on the display page when the display page viewed is on the browser.

DESCRIPTION OF DRAWING(S) - The drawing shows a flow diagram depicting steps executed by a method for promoting contextual information pertaining to a linked document to a display page, to create and/or modify contextual information and inserts such information into web site documents.

pp; 25 DwgNo 5/10

Title Terms: LINE; INFORMATION; PROMOTE; METHOD; DETERMINE; INFORMATION; STORAGE; META; DATA; GENERATE; INSTRUCTION; DISPLAY; INFORMATION; PERTAIN; DISPLAY; PAGE

Derwent Class: T01

International Patent Class (Main): G06F-015/00

File Segment: EPI

32/5/6 (Item 2 from file: 350)
DIALOG(R) File 350: Derwent WPIX
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015318301 **Image available**

WPI Acc No: 2003-379236/200336

Related WPI Acc No: 2001-102146; 2003-265503; 2005-160507

XRPX Acc No: N03-302732

Documents selection method e.g. for web pages involves calculating total score of documents using specific formula for selecting required document

Patent Assignee: VERIZON LAB INC (VERI-N)
Inventor: PONTE J M
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6507839	B1	20030114	US 99282730	A	19990331	200336 B
			US 99283268	A	19990331	
			US 2000596616	A	20000619	

Priority Applications (No Type Date): US 2000596616 A 20000619; US 99282730 A 19990331; US 99283268 A 19990331

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6507839	B1	30	G06F-017/30		CIP of application US 99282730
					CIP of application US 99283268

Abstract (Basic): US 6507839 B1

NOVELTY - A **search query** (Qi) comprising **terms** (Tj) is created from the document (Di), to choose the document collection (Co). The documents (D) in the collection is determined corresponding to the **term** used for selecting documents found in the collection. A total score (SD) of the document is calculated using specific formula. Based on the total score required document is selected.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for document selection device.

USE - For storage and **retrieval** of **documents** e.g. **web pages**, **web sites** using Internet, for selecting super categories of **banner advertisements**.

ADVANTAGE - Improves effectiveness of **retrieval** since score is used for document **retrieval**.

DESCRIPTION OF DRAWING(S) - The figure shows flow chart explaining index **term** assigning method to documents.

pp; 30 DwgNo 3/11

Title Terms: DOCUMENT; SELECT; METHOD; WEB; PAGE; CALCULATE; TOTAL; SCORE; DOCUMENT; SPECIFIC; FORMULA; SELECT; REQUIRE; DOCUMENT

Derwent Class: T01

International Patent Class (Main): G06F-017/30

File Segment: EPI

32/5/7 (Item 3 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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015266467 **Image available**

WPI Acc No: 2003-327396/200331

XRPX Acc No: N03-261689

Document searching method for web page of advertisement, involves weighting term corresponding to selected text of portion of temporal document by specific function

Patent Assignee: VERIZON LAB INC (VERI-N)

Inventor: DEY J K; XU H

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6493707	B1	20021210	US 99431293	A	19991029	200331 B

Priority Applications (No Type Date): US 99431293 A 19991029

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6493707	B1	24	G06F-001/00		

Abstract (Basic): US 6493707 B1

NOVELTY - A portion of temporal document is identified, depending on user's interest at particular time. The text corresponding to the

portion of temporal document is selected using a buffer which stores the **term** and its occurrence time in the text. The **term** corresponding to the selected text is weighted by a specific function $W(t)$ and the related documents is found.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for document **searching** device.

USE - For **retrieving** web **pages** corresponding to temporal material such as video programming, of **advertisement**, sports, movie, live news broadcast.

ADVANTAGE - The compressed document surrogates to facilitate **search queries** to return documents related to the portion of temporal document of user's interest and the documents can be **searched** quickly and more efficiently in short period and the relevance of the selected material can be improved.

DESCRIPTION OF DRAWING(S) - The figure shows the flow process for calculating document score, using compressed document surrogates.

pp; 24 DwgNo 9/10

Title Terms: DOCUMENT; **SEARCH**; METHOD; WEB; PAGE; ADVERTISE; WEIGHT; **TERM**; CORRESPOND; SELECT; TEXT; PORTION; TEMPORAL; DOCUMENT; SPECIFIC; FUNCTION

Derwent Class: T01

International Patent Class (Main): **G06F-001/00**

International Patent Class (Additional): **G06F-017/30**

File Segment: EPI

32/5/8 (Item 4 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014116827 **Image available**

WPI Acc No: 2001-601039/200168

Related WPI Acc No: 2001-474830; 2001-534780; 2001-601117; 2002-065582; 2002-112979

XRPX Acc No: N01-448273

Internet advertising medium for retrieving web pages, has searchable bookmark set which is sent to request client, when search request is satisfied by bookmark set

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)

Inventor: HIMMEL M A; LABAW J S; RODRIGUEZ H

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6247021	B1	20010612	US 9880022	A	19980515	200168 B
			US 98116862	A	19980716	

Priority Applications (No Type Date): US 9880022 A 19980515; US 98116862 A 19980716

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6247021	B1	13	G06F-017/30	Div ex application	US 9880022

Abstract (Basic): US 6247021 B1

NOVELTY - Searchable bookmark set, including both a set of informational bookmarks pointing to web pages on related topic and advertising bookmarks pointing to service provider web pages, is stored in web server coupled to Internet. If bookmark set satisfies **search request** by client containing **keywords**, bookmark set is sent to client via Internet. When service provider and informational web pages are **retrieved**, bookmark set is installed in client browser.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (a) Internet advertising system;
- (b) Internet advertising method;
- (c) Computer program

USE - For retrieving web pages from Internet.
ADVANTAGE - Allows user to periodically update information in his browser as a potential opportunity for payment is an ability to set a subscription attribute for a bookmark set. Allows for multiple fee arrangements with different advertisers, as the advertising bookmarks could vary by region, since bookmark serving site knows for the quality of its bookmark sets could command a premium fee for sole inclusion in a given bookmark set.

DESCRIPTION OF DRAWING(S) - The figure shows the user interface to register a bookmark set from bookmark set server.

pp; 13 DwgNo 6/8
Title Terms: ADVERTISE; MEDIUM; RETRIEVAL; WEB; PAGE; SEARCH; SET; SEND;
; REQUEST; CLIENT; SEARCH; REQUEST; SATISFY; SET
Derwent Class: T01
International Patent Class (Main): G06F-017/30
File Segment: EPI

32/5/9 (Item 5 from file: 350)
DIALOG(R) File 350: Derwent WPIX
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014050567 **Image available**

WPI Acc No: 2001-534780/200159

Related WPI Acc No: 2001-474830; 2001-601039; 2001-601117; 2002-065582;
2002-112979

XRPX Acc No: N01-396990

Book marks serving method for client browser, involves searching
several book mark sets corresponding to keyword contained in received
search query for transmission to client

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)

Inventor: HIMMEL M A; RODRIGUEZ H

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6212522	B1	20010403	US 9880022	A	19980515	200159 B

Priority Applications (No Type Date): US 9880022 A 19980515

Patent Details:

Patent No	Kind	Lan	Pg	Main	IPC	Filing	Notes
US 6212522	B1	13	G06F-017/30				

Abstract (Basic): US 6212522 B1

NOVELTY - A set of book mark sets containing a set of uniform resource locators (URL) corresponding to a set of key words is stored in a server. Based on a search request from a client, a book mark set corresponding to the key word contained in the received search request is selected and downloaded to the client for installation in a client browser.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) Computer program product;

(b) System for serving book marks to a client browser

USE - In client server network such as internet environment for retrieving web pages. In electronic advertising medium.

ADVANTAGE - Improves control of book marks in a browser. Provides a search mechanism for book mark sets used in a browser. Enables to update selected book mark set automatically. Customizes served book mark set for a given client browser based on a machine parameter or input parameter.

DESCRIPTION OF DRAWING(S) - The figure shows front view of user interface to register a book mark set.

pp; 13 DwgNo 6/8
Title Terms: BOOK; MARK; SERVE; METHOD; CLIENT; SEARCH; BOOK; MARK; SET;
CORRESPOND; KEYWORD; CONTAIN; RECEIVE; SEARCH; QUERY; TRANSMISSION;

CLIENT
Derwent Class: T01
International Patent Class (Main): G06F-017/30
File Segment: EPI

32/5/10 (Item 6 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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013843507 **Image available**
WPI Acc No: 2001-327720/200134
Related WPI Acc No: 2002-048793; 2002-105680; 2003-120213; 2003-168005;
2003-199412; 2003-362948; 2003-710850
XRPX Acc No: N01-235782

Search result list generating method for business seeking to advertise
through internet, involves storing retrieved request from searcher
to retrieve information associated with search listing in database

Patent Assignee: GOTO.COM INC (GOTO-N); OVERTURE SERVICES INC (OVER-N);
OFOTUR SERVICE CO (OFOT-N); GOTO.COM (GOTO-N)
Inventor: DAVIS D J; DERER M; GALLINATTI J B; GARCIA J; GRECO L; KURT T E;
KWONG T; LEE J C; LEE K L; PFARNER P; SKOVRAN S; SOULANILLE T A
Number of Countries: 094 Number of Patents: 014

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200073960	A1	20001207	WO 2000US14753	A	20000526	200134 B
AU 200051714	A	20001218	AU 200051714	A	20000526	200134
US 6269361	B1	20010731	US 99322677	A	19990528	200146
US 20010047354	A1	20011129	US 99322677	A	19990528	200202
			US 2001918241	A	20010730	
BR 200011035	A	20020226	BR 200011035	A	20000526	200223
			WO 2000US14753	A	20000526	
EP 1208500	A1	20020529	EP 2000936393	A	20000526	200243
			WO 2000US14753	A	20000526	
KR 2002019042	A	20020309	KR 2001715234	A	20011128	200262
JP 2003501729	W	20030114	WO 2000US14753	A	20000526	200306
			JP 2001501007	A	20000526	
CN 1378674	A	20021106	CN 2000810945	A	20000526	200316
ZA 200109564	A	20030430	ZA 20019564	A	20011120	200334
DE 20023291	U1	20030807	DE U20023291	U	20000526	200359
			EP 2000936393	A	20000526	
NZ 515534	A	20030829	NZ 515534	A	20000526	200365
			WO 2000US14753	A	20000526	
MX 2001012340	A1	20030701	WO 2000US14753	A	20000526	200420
			MX 200112340	A	20011128	
AU 769955	B2	20040212	AU 200051714	A	20000526	200453

Priority Applications (No Type Date): US 99322677 A 19990528; US 2001918241
A 20010730

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200073960 A1 E 65 G06F-017/60

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY CA CH
CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE
KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO
RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

AU 200051714 A Based on patent WO 200073960

US 6269361 B1 G06F-017/30

US 20010047354 A1 G06F-007/00 Cont of application US 99322677

Cont of patent US 6269361

BR 200011035 A Based on patent WO 200073960

EP 1208500 A1 E G06F-017/60 Based on patent WO 200073960

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
LI LT LU LV MC MK NL PT RO SE SI

KR 2002019042	A		G06F-017/60	
JP 2003501729	W	67	G06F-017/60	Based on patent WO 200073960
CN 1378674	A		G06F-017/60	
ZA 200109564	A	82	G06F-000/00	
DE 20023291	U1		G06F-017/30	Application no. EP 2000936393
NZ 515534	A		G06F-017/60	Based on patent WO 200073960
MX 2001012340	A1		G06F-017/60	Based on patent WO 200073960
AU 769955	B2		G06F-017/60	Previous Publ. patent AU 200051714 Based on patent WO 200073960

Abstract (Basic): WO 200073960 A1

NOVELTY - A **search request** is received from **searcher** and a **search** testing stored in **database** having **search terms** matching with **search request** is identified. The identified **search** listings are ordered into a **search** result list in accordance with values of bid amount for identified **search** listing. The **retrieval request** from **searcher** to **retrieve** information associated with a **search** listing, are stored in **database**.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) information updating method for network information provider;

(b) information updating system for network information provider

USE - For generating pay for performance **search** result determined by a site promoter such as advertiser over client server computer network. Is also used for business, individuals, and institutions seeking to advertise through internet.

ADVANTAGE - Storage of **retrieval request** from **searcher** enables web site promoters to easily predict the position of their web site in **search** results or guarantee the appearance of their web site in **search** results containing their web site description.

DESCRIPTION OF DRAWING(S) - The figure shows the flow chart of menu, display screens and input screens used in **search** result list generating method.

pp; 65 DwgNo 2/9

Title Terms: **SEARCH** ; **RESULT**; **LIST**; **GENERATE**; **METHOD**; **BUSINESS**; **SEEKER**;
ADVERTISE; **THROUGH**; **STORAGE**; **RETRIEVAL** ; **REQUEST** ; **SEARCH** ; **RETRIEVAL**
; **INFORMATION**; **ASSOCIATE**; **SEARCH** ; **LIST**; **DATABASE**

Derwent Class: T01; T05; W05

International Patent Class (Main): G06F-000/00 ; G06F-007/00 ;

G06F-017/30 ; G06F-017/60

File Segment: EPI

32/5/11 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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012766265 **Image available**

WPI Acc No: 1999-572385/ 199949

XRPX Acc No: N99-421849

Internet browser URL address field directory and advertising system

Patent Assignee: STRATEGIX PTY LTD (STRA-N)

Inventor: SOUTHGATE J

Number of Countries: 090 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
AU 709469	B	19990826	AU 9921389	A	19990325	199949 B
WO 200058875	A1	20001005	WO 2000AU159	A	20000307	200051
AU 200028960	A	20001016	AU 200028960	A	20000307	200106

Priority Applications (No Type Date): AU 9921389 A 19990325

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

AU 709469 B 14 G06F-017/60
WO 200058875 A1 E G06F-017/60
Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW
AU 200028960 A G06F-017/60 Based on patent WO 200058875

Abstract (Basic): AU 709469 B

NOVELTY - The redirection server software program to decode URL address fields from canonical URL back into the common usage **terms** entered by the user into the URL address field of a browser and coded into canonical URL before being sent to the redirection server.

DETAILED DESCRIPTION - The system comprises a commonly used Internet browser, a redirection server, a standard prefix of characters for the URL address field, a data base of associations between common usage **words** and target URLs, special server software, and a **repository** of advertising content. An Internet user enters an optional prefix of characters followed by the common usage **terms** into the Internet browser. The redirection server receives this **request** and decodes the browser encoded common usage **terms** back to their original form using the special server software, performs a lookup against the **database**, selects the target **URL** and **advertising content**, and **returns** a redirection **page** to the user. The user browser then automatically **requests** the target page using the target URL, and the page is then downloaded by the target server to the user browser.

USE - Redirection server software program to decode URL address fields from canonical URL back into the common usage **terms** entered by the user into the URL address field of a browser and coded into canonical URL before being sent to the redirection server.

ADVANTAGE - The system is less time consuming, also advertising information can be displayed at the user terminal whilst the redirection is in progress.

DESCRIPTION OF DRAWING(S) - The drawing shows a schematic diagram of the system.

pp; 14 DwgNo 1/1

Title Terms: ADDRESS; FIELD; DIRECTORY; ADVERTISE; SYSTEM

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

?

File 348:EUROPEAN PATENTS 1978-2005/Jul W03

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File 349:PCT FULLTEXT 1979-2005/UB=20050721,UT=20050714

(c) 2005 WIPO/Univentio

Set	Items	Description
S1	133133	AD OR ADS OR ADVERTIS??? OR ADVERTISEMENT? ? OR PROMOTION?? OR BANNER? ?
S2	170223	(SECOND??? OR ADDITIONAL OR SUPPLEMENTARY OR 2ND OR RELATE- D) (3W) (CONTENT? ? OR DATA OR INFORMATION OR DOCUMENT? ? OR AR- TICLE? ? OR RECORD? ? OR WEBPAGE? ? OR PAGE? ? OR WEBSITE? ? - OR SITE? ? OR ITEM? ? OR URL? ?)
S3	2304002	SEARCH??? OR QUERY??? OR QUERIE? ? OR RETRIEV??? OR REQUES- T??? OR OBTAIN??? OR DATABASE? ? OR REPOSITOR???
S4	764342	RESULTS OR HITS
S5	89371	(RETRIEV??? OR RETURN???) (5N) (CONTENT? ? OR DOCUMENT? ? OR ARTICLE? ? OR RECORD? ? OR FILE OR FILES OR DATA OR INFORMATI- ON OR TEXT OR WEBPAGE? ? OR PAGE? ? OR WEBSITE? ? OR SITE? ? - OR ITEM? ? OR URL? ?)
S6	794216	WORD? ? OR KEYWORD? ? OR TERM? ? OR TERMINOLOG???
S7	3029	S1(10N)S4
S8	235	S3(50N)S7(50N)S6
S9	188	S8 AND IC=G06F
S10	165	S9 AND AC=US/PR
S11	24	S10 AND AY=(1973:1999)/PR
S12	7	S9 AND PY=1973:1999
S13	24	S11:S12
S14	24	IDPAT (sorted in duplicate/non-duplicate order)
S15	2854	S2(10N)S4
S16	195	S3(50N)S15(50N)S6
S17	142	S16 AND IC=G06F
S18	130	S17 NOT S9
S19	100	S18 AND AC=US/PR
S20	42	S19 AND AY=(1973:1999)/PR
S21	26	S18 AND PY=1973:1999
S22	49	S20:S21

14/3,K/2 (Item 2 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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00540442

Technique for correlating purchasing behaviour of a consumer to advertisements

Technik zur Korrelation des Kaufverhaltens eines Konsumenten mit Werbeeindrucken

Technique de correlation du comportement d'achat d'un consommateur avec son exposition a la publicite

PATENT ASSIGNEE:

Weinblatt, Lee S., (590720), 797 Winthrop Road, Teaneck New Jersey 07666, (US), (applicant designated states: DE;FR;GB)

INVENTOR:

Weinblatt, Lee S., 797 Winthrop Road, Teaneck New Jersey 07666, (US)

LEGAL REPRESENTATIVE:

Beresford, Keith Denis Lewis et al (28273), BERESFORD & Co. 2-5 Warwick Court High Holborn, London WC1R 5DJ, (GB)

PATENT (CC, No, Kind, Date): EP 525947 A1 930203 (Basic)

EP 525947 B1 970820

APPLICATION (CC, No, Date): EP 92304775 920527;

PRIORITY (CC, No, Date): US 733763 910722

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: G07G-001/00; G06F-017/60

ABSTRACT WORD COUNT: 140

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	9708W3	463
CLAIMS B	(German)	9708W3	451
CLAIMS B	(French)	9708W3	529
SPEC B	(English)	9708W3	8062
Total word count - document A			0
Total word count - document B			9505
Total word count - documents A + B			9505

...INTERNATIONAL PATENT CLASS: G06F-017/60

...SPECIFICATION with or replacing the first medium, and so on. The relative amount of money (known by the term "weight") spent in each of these media will depend on the frequency of appearance of the advertisement, the time slot, etc. Once the campaign is run in this manner, the purchasing results will be monitored. With the purchasing results in, the advertising campaign particulars can be juggled by changing the scheduling, weight and/or the order of presentation. The purchasing results can then be compared with those obtained previously in order to ascertain whether a desirable or undesirable trend is occurring. Further refinements of the...

14/3,K/3 (Item 3 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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01254379

System for providing interactive entertainment services to an audience using a communications network

System zur Bereitstellung von interaktiven Unterhaltungsprogrammen für Zuschauer mit Verwendung eines Fernmeldenetzes

Système pour offrir des services de divertissement interactifs vers les spectateurs utilisant un réseau de communication

PATENT ASSIGNEE:

Psuedo Programs, Inc., (2998370), 600 Broadway, 3rd Floor, New York, New

York 10012, (US), (Applicant designated States: all)
 INVENTOR:
 Fortuna, Joseph A., Jr., 26 Butler Place, Apt. 43, Brooklyn, New York
 11238, (US)
 LEGAL REPRESENTATIVE:
 Cross, Rupert Edward Blount et al (42891), BOULT WADE TENNANT, Verulam
 Gardens 70 Gray's Inn Road, London WC1X 8BT, (GB)
 PATENT (CC, No, Kind, Date): EP 1083686 A2 010314 (Basic)
 EP 1083686 A3 040526
 APPLICATION (CC, No, Date): EP 2000302764 000331;
 PRIORITY (CC, No, Date): US 393799 990910
 DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
 LU; MC; NL; PT; SE
 EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
 INTERNATIONAL PATENT CLASS: H04H-009/00; H04H-001/00; G06F-017/60
 ABSTRACT WORD COUNT: 59
 NOTE:
 Figure number on first page: 51

LANGUAGE (Publication,Procedural,Application): English; English; English
 FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200111	1217
SPEC A	(English)	200111	13224
Total word count - document A			14441
Total word count - document B			0
Total word count - documents A + B			14441

...INTERNATIONAL PATENT CLASS: G06F-017/60

...SPECIFICATION be derived from the client's advertising criteria at step 5080. The administrative server 120 (Fig. 51) **searches** the content **database** 190 for shows containing the selected content keywords at step 5110. Preferably, the administrative server 120 **searches** the show sections and highlights for these content **keywords**.

Likewise, **keywords** may be used to identify the audience requirements, such as age, gender, place of residence, etc. Again, the **keywords** may be generated from the client's advertising criteria at step 5070. The administrative server 120 **searches** the user **database** 180 for shows having target audience that matches the audience **keywords** at step 5110. Alternatively, the administrative server 120 may **search** the chat groups or bulletin boards for the selected audience **keywords**. A list of shows is then compiled which satisfy the client's content and audience requirements.

The " **hits** " requirement may be determined from the client's **advertising** criteria at step 5090. At step 5120, any show having an audience size below the client's...

...show list. The logging system collects and stores web hits for each show in the show/channel **database** 170 and the administrative server 120 accesses these records to **obtain** the appropriate traffic data.

The scheduling requirements of the advertisement may be determined from the advertising criteria...

14/3,K/4 (Item 4 from file: 348)
 DIALOG(R)File 348:EUROPEAN PATENTS
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01223252

Method and apparatus for providing reduced cost online service and adaptive targeting of advertisements

Verfahren und Apparat zum Bereitstellen eines kostenreduzierten Online-Dienstes und von adaptiv gezielten Werbungen

Methode et appareil pour fournir un service online a cout reduit et des

publicites cibles de facon adaptive

PATENT ASSIGNEE:
 International Business Machines Corporation, (200128), New Orchard Road,
 Armonk, NY 10504, (US), (Applicant designated States: all)

INVENTOR:
 Berstis, Viktors, IBM United Kingdom Ltd., Intellectual Property Law,
 Hursley Park, Winchester, Hampshire SO21 2JN, (GB)
 Rodriguez, Herman, IBM United Kingdom Ltd., Intellectual Property Law,
 Hursley Park, Winchester, Hampshire SO21 2JN, (GB)

LEGAL REPRESENTATIVE:
 Waldner, Philip (84391), IBM United Kingdom Limited, Intellectual
 Property Department, Hursley Park, Winchester, Hampshire SO21 2JN, (GB)

PATENT (CC, No, Kind, Date): EP 1061465 A2 001220 (Basic)
 EP 1061465 A3 030102

APPLICATION (CC, No, Date): EP 2000305103 000616;

PRIORITY (CC, No, Date): US 335287 990617

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
 LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/60 ; G06F-017/30

ABSTRACT WORD COUNT: 232

NOTE:
 Figure number on first page: 4

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200051	708
SPEC A	(English)	200051	12623
Total word count - document A			13331
Total word count - document B			0
Total word count - documents A + B			13331

INTERNATIONAL PATENT CLASS: G06F-017/60 ...

... G06F-017/30

...SPECIFICATION 426 also provides the selected advertisement to datastream scanner unit 422 so that the insertion of an **advertisement** into the datastream does not skew the scanned **results** generated by datastream scanner unit 422.

In an alternative embodiment, datastream scanner unit 422 scans the datastream before the insertion of an **advertisement** by **advertisement** inserter unit 430. In this case, the **results** generated by datastream scanner unit 422 will represent the content actually **requested** by the user of browser application 404, i.e., the generated **results** will represent the datastream without **advertisements**. However, in situations in which advertisements constitute a large percentage of the volume of the data in...

...to client 402, the generated results may represent only a small portion of the datastream. In other **words**, if the user of browser application 404 is browsing through Web pages that contain a lot of advertisements, and many **advertisements** are being inserted into the datastream, then the generated **results** of datastream scanner unit 422 may not accurately represent the content of the advertisements in the browsed...

14/3,K/5 (Item 5 from file: 348)
 DIALOG(R)File 348:EUROPEAN PATENTS
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00893577
 Dynamic display advertising
 Dynamische Werbeanzeige
 Affichage dynamique de publicite

PATENT ASSIGNEE:

SUN MICROSYSTEMS, INC., (1392732), 2550 Garcia Avenue, Mountain View,
California 94043-1100, (US), (Applicant designated States: all)

INVENTOR:

Tognazzini, Bruce, 2 Medway Road, Woodside, California 94062, (US)
Nielsen, Jakob, 38 Walnut Avenue, Atherton, California 94027, (US)
Glass, Bob, 24371 Glenwood Drive, Los Gatos, California 95030, (US)

LEGAL REPRESENTATIVE:

Read, Matthew Charles et al (47911), Venner Shipley & Co. 20 Little
Britain, London EC1A 7DH, (GB)

PATENT (CC, No, Kind, Date): EP 816997. A2 980107 (Basic)
EP 816997 A3 990908

APPLICATION (CC, No, Date): EP 97304368 970623;

PRIORITY (CC, No, Date): US 670929 960626

DESIGNATED STATES: DE; FR; GB; NL; SE

INTERNATIONAL PATENT CLASS: G06F-003/033 ; G06F-017/30 ; G06F-017/60

ABSTRACT WORD COUNT: 71

NOTE:

Figure number on first page: NONE

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9802	806
SPEC A	(English)	9802	4314
Total word count - document A			5120
Total word count - document B			0
Total word count - documents A + B			5120

INTERNATIONAL PATENT CLASS: G06F-003/033 ...

... G06F-017/30 ...

... G06F-017/60

...SPECIFICATION electronic newspaper.

Figure 7 illustrates how information from an advertising page can be
used to initiate a **search** for related information.

Figure 8 is a flow chart of a process illustrated in figure 7.

Figure 9 illustrates how **results** of a **search** can be used to modify
advertising displays.

Figure 10 is a flow chart of the process illustrated in figure 9.

NOTATIONS AND NOMENCLATURE

The detailed descriptions which follow may be presented in **terms** of
program procedures executed on a computer or network of computers. These
procedural descriptions and representations are...

14/3,K/8 (Item 8 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2005 WIPO/Univentio. All rts. reserv.

00783185 . **Image available**

SYSTEM AND METHOD FOR ADMINISTERING ELECTRONIC PROMOTIONS
SYSTEME ET PROCEDE DE GESTION DE PROMOTIONS ELECTRONIQUES

Patent Applicant/Assignee:

NUWORLD MARKETING LIMITED, 75 Tri-State International, Suite 400,
Lincolnshire, IL 60069-4443, US, US (Residence), US (Nationality), (For
all designated states except: US)

Patent Applicant/Inventor:

SULLIVAN Thomas J, 35 Tall Pines Drive, Weston, CT 06883, US, US
(Residence), US (Nationality), (Designated only for: US)
WINDISH Richard J, 3036 Haven Lane, Lindenhurst, IL 60046, US, US
(Residence), US (Nationality), (Designated only for: US)

LE WRIGHT Dorr H, 538 Quincy Court, Lindenhurst, IL 60046, US, US
(Residence), US (Nationality), (Designated only for: US)
TRATTNER Joseph M, 113 Acorn Drive, North Aurora, IL 60542, US, US
(Residence), US (Nationality), (Designated only for: US)
ARENSON Suzanee K, 1036 Queens Lane, Glenview, IL 60025, US, US
(Residence), US (Nationality), (Designated only for: US)
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, US (Nationality), (Designated only for: US)

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200116696 A1 20010308 (WO 0116696)
Application: WO 2000US22269 20000814 (PCT/WO US0022269)
Priority Application: US 99385489 19990830

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 14473

Main International Patent Class: G06F-007/20

International Patent Class: G06F-017/60 ...

Fulltext Availability:

Detailed Description

Detailed Description

... retailer and manufacturer access to the system.

Generally, a representative of the independent system operator manually enters **terms** of the promotion into the independent system. Alternatively, this may be done in an automated manner by receiving an electronic download of promotion **terms** from the retailer's system or the manufacturer's system, or both. The independent system enables both the retailer and the manufacturer to access the independent system to determine the status and **results** (to a certain date) of the **promotion** monitored by the independent system. During the promotion, the retailer's systems periodically communicate filtered or unfiltered...

...1 0 within tolerances, the independent system processes the promoted product POS data in accordance with the **terms** of the scan-based promotion and creates a **database** settlement table. The settlement table preferably includes all of the promotions monitored by the independent system and...The system 10 displays this information using conventional report generators such as CRYSTAL REPORTS. The independent system **retrieves** the information for generating the reports from the manufacturer tables 112, the master agreement tables 126, the...

...promotion special payment tables 138, the individual promotion tables and the individual promotion item tables on the **database** server 32. The information from these tables is organized into an understandable format

for the participating retailers and manufacturers. The monitoring and reporting features enable the manufacturer and retailer to track or monitor the **terms** of the **promotion**, the status of the **promotion**, and the **results** of the **promotion** including the number of promoted products sold during the promotion (i.e., as it is being executed...

14/3,K/9 (Item 9 from file: 349)
DIALOG(R) File 349:PCT FULLTEXT
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00780531 **Image available**
COMPUTER ARCHITECTURE AND PROCESS OF SEARCHING AND DISPLAYING PRINT
ADVERTISEMENTS OVER THE WORLD WIDE WEB
ARCHITECTURE D'ORDINATEUR ET PROCESSUS DE RECHERCHE ET D'AFFICHAGE DE
PUBLICITES IMPRIMEES PLACEES SUR LE WEB ET/OU L'INTERNET ET PROVENANT
DE JOURNAUX ET D'AUTRES MEDIAS SUR SUPPORT PAPIER

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200113253 A2-A3 20010222 (WO 0113253)

Application: WO 2000US21733 20000810 (PCT/WO US0021733)

Priority Application: US 99148583 19990813; US 2000526549 20000316

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CZ DE DK DM DZ EE ES FI
GB GD GE GH GM HR HU ID IL IN IS JP KE KG KR KZ LC LK LR LS LT LU LV MA
MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ
UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

((OAPI utility model)) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 14852

Main International Patent Class: G06F-013/00

Fulltext Availability:

Detailed Description

Detailed Description

... 250. Figure 4 shows a list of the user-selectable
categories 410 of advertisements stored in the **database** 230 from, for
example, accounting to vacations. The generality or specificity of the
labels for the categories...

...categories, namely, those categories which
include current advertisements. Additionally or alternatively, the
home page includes a standard **search** engine 420 for users or viewers
to **search** for specific ads based on user-defined key **words**, as
opposed

to individual pre-specified categories 410, such as in the above
mentioned list. An example of a key **word search** is, for example,
"lawn

chairs" for advertisements by companies selling lawn chairs. Other
examples include ad text or slogans for businesses, and/or any other
types of **advertisement**.

By way of example, Figure 5 illustrates sample **search engine results**, when the selected categories 410 are Accounting and Art Galleries. Figure 5 illustrates the Accounting selection **search** results 430, and the Art Galleries selection **search** results 440. The **search engine** 420 includes an optional sorting routine, for example, based on how much the advertiser has spent...

...icon 470, and a description 480 of the business. So, for example the sorting routine of the **search engine** 420 ranks this company ahead of the other companies listed in the Accounting **search** results 430. Alternatively, other suitable standard sorting routines, such as those based on alphabetical order or total money paid for the **advertisement**, are used.

Similarly, for the Art Galleries **search results** 440, three companies are illustrated. For example, Victor Alexander is listed before Artifacts and Antiquities. Even though...

...that day's newspaper, and therefore Victor Alexander is displayed first.

In addition to or alternatively, the **search engine** 420 includes other standard **search** routines. For example, such a **search** routine optionally includes user-defined fields, i.e., where to look for a **search term**. Such user-defined fields include advertiser or company names, image tags, advertiser or company URLs, and/or...

14/3,K/10 (Item 10 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00777919 **Image available**

INTERNET HOSTING SYSTEM

SYSTEME D'HEBERGEMENT D'INTERNET

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200111443 A2-A3 20010215 (WO 0111443)

Application: WO 2000US21525 20000804 (PCT/WO US0021525)

Priority Application: US 99369770 19990806; US 99369647 19990806

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA
MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA
UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 17782

Main International Patent Class: G06F-015/16

likely to be many insertions (or " hits ") for each advertisement , there is a one-to-many relationship between records of the ads table 1060 and records of...

14/3,K/11 (Item 11 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00767608 **Image available**

ELECTRONIC MARKET MAKER OF ELECTRONIC ATTENTION

DISPOSITIF ELECTRONIQUE COMMERCIAL SERVANT A ATTIRER L'ATTENTION

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200101217 A2-A3 20010104 (WO 0101217)

Application: WO 2000US17364 20000622 (PCT/WO US0017364)

Priority Application: US 99141438 19990629; US 99161459 19991025; US 2000505351 20000216

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 17317

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... clicking activity.

Referring to Fig. 9, shown is an example of a web browser 900 containing a search I 0 results page 902 according to an embodiment of the invention. In the example of Fig. 9, search results page 902 illustrates a set of possible results from placing a lsearch through the invention for the consumer attention topic "flowers". The top portion of search results page 902 includes various user control and status components, including a search window 908 for entering new search terms , a rewards display 91 0 for displaying the reward 1 5 amount earned by the user during of search results page 902 provides information for results of the present search . An example combination of results information is shown in section 906.

Section 914 of search results page 902 displays some or all of the websites/ advertiser sites that are returned from a search for the

consumer attention topic "flowers". Shown in Fig. 9 are links to five sites that relate...

14/3,K/12 (Item 12 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00766061 **Image available**

SEARCH ENGINE INTERFACE

INTERFACE POUR MOTEUR DE RECHERCHE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200079436 A2-A3 20001228 (WO 0079436)

Application: WO 2000US17530 20000626 (PCT/WO US0017530)

Priority Application: US 99140874 19990624; US 99419005 19991013; US
2000539750 20000331

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BE BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 11340

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... a may be a table defined by a relationship, such as a set of fields in
a **database** , or maybe any other suitable construct.

Table 3 below provides a representation of such a table.

TABLE3...

...relevant to the user. In the case of Table 3, the system can
disambiguate between whether the **term** JAVA is

23

relevant to the sense of Coffee, programming languages, the Java Island,
or Java Sea...

...To represent the sense of interest to the user, as identifier, such as
one or more sense **words** , representative of the associated linguistic
meaning, may be provided within the table. The identifier representative
of the user's meaning may then be presented to an advertising process to
select for the user **advertising** content that may be presented on the
search results page and which is relevant to the user's interest as
represented by the user **search query** .

The ad server process may operate by storing in a **database** , a plurality of banner I 0 ads, each of which may be selected, based on a predetermined criteria, for display to a user. Such predetermined criteria will include that the user is **searching** for information on a particular subject. To this end, the ad server process may associate with each...

14/3,K/13 (Item 13 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00760535 **Image available**
SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST
GENERATED BY A COMPUTER NETWORK SEARCH ENGINE
SYSTEME ET PROCEDE PERMETTANT DE MODIFIER UNE POSITION SUR UNE LISTE DE
RESULTATS DE RECHERCHE GENeree PAR UN MOTEUR DE RECHERCHE DE RESEAU
INFORMATIQUE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200073960 A1 20001207 (WO 0073960)
Application: WO 2000US14753 20000526 (PCT/WO US0014753)
Priority Application: US 99322677 19990528

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR
TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 19447

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... effectiveness of their advertising campaigns.

Ideally, web site promoters should be able to control their placement in
search result listings so that their listings are prominent in
searches that are relevant to the content of their web site. The **search**
engine functionality of the Internet needs to be focused in a new

present invention is shown in FIG. 7, which is a display of the first several entries resulting from a search for the term "zip drives". As shown in FIG. 7, a single entry, such as entry 71 0a in a search result list consists of a description 0 720 of the web site, preferably comprising a title and a short textual description, and a hyperlink 730 which, when clicked by a searcher, directs the searcher's browser to the URL where the described web site is located.

The URL 740 may also...

14/3,K/14 (Item 14 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00755441 **Image available**

**COMPUTER-BASED SYSTEM AND METHOD FOR DELIVERING AND TRACKING ADVERTISEMENTS
SYSTEME ET PROCEDE INFORMATIQUES DE DISTRIBUTION ET DE TRACAGE DE
PUBLICITES**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200068851 A2 20001116 (WO 0068851)

Application: WO 2000US12208 20000505 (PCT/WO US0012208)

Priority Application: US 99133031 19990507

Designated States:

Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9028

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... calls into
ad display API
process loop
tasks fulfilled
ad display process
Host Application API (end)

ex: word processor

I

-gin)

host applications record results

call into ad display local database dda before returning to
engine host application

check to see if ad ad not visible

Is visible...

...taken no continue

action on ad displaying ad for
specified time

/5

Information flow

aster processor

master database advertiser

data link

local proc; oi

local' ass

if

application

specifying

advertmement

location and tirne

detection respo...

14/3,K/15 (Item 15 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00745491 **Image available**

TECHNIQUES FOR PERFORMING A DATA QUERY IN A COMPUTER SYSTEM

TECHNIQUES D'EXECUTION D'UNE DEMANDE DE DONNEES DANS UN SYSTEME
INFORMATIQUE

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Legal Representative:

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MC HQE03G13, Irving, TX 75038, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200058863 A1 20001005 (WO 0058863)

Application: WO 2000US8450 20000330 (PCT/WO US0008450)

Priority Application: US 99283268 19990331; US 99282730 19990331

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 49717

Main International Patent Class: G06F-017/10

International Patent Class: G06F-005/14 ...

... G06F-017/30
Fulltext Availability:
Detailed Description

Detailed Description

... as needed by other components in the Front End Server, for example, in performing various searches, data **retrieval**, and other operations upon data in accordance with functionality provided by the embodiment. In this instance, the...

- ...4) business name
- 5) city
- 6) state
- 7) list of categories associated with this business listing
- 8) **database** key or identifier used as an index into the **databases**
- 9) relevance information
- 10) advertiser priority

In the above fields, relevance information is Verity-specific information as it relates to the **query**. For example, this generally represents the frequency of **words** or **terms** in a document. The advertiser priority indicates a service level that may be used in presenting business...

...purchases "gold" level advertising services, and a second advertiser purchases "silver" level advertising services, when a user **requests** only 15 listings to be displayed, the "gold" level advertisements may be displayed prior to the...

...advertisers, such as the "silver" level service purchaser. Thus, a higher level of service may guarantee an **advertisement** be placed earlier in the displayed **results**.

The technique used to store the data in the data cache from memory includes object serialization and...information retrieval techniques, such as the Verity techniques described above in connection with processing of information retrieval **requests** using the term lists 836. However, in an embodiment, a separate banner ad **retrieval** program 909 is part of the **query** engine 862.

Initialization steps that permit execution of a banner ad **retrieval** program 909 are set forth in a flow chart 52 on Figure 68. Upon initialization, at a step 54, the system initiates the banner ad **retrieval** software 909. At a step 56, the banner ad **retrieval** software 909, in a manner similar to the information **retrieval** software 908, uses extraction routines to access markup language files and extract data. The banner ad **retrieval** software then generates banner ad **term** lists 837. At a step 66, the banner ad **retrieval** software **retrieves** a list of all yellow pages categories. In an embodiment, the categories are all of the available...

...number than the categories, as the super-categories will be used to

- 1 simply assignment of targeted **banner ads** to particular user **queries** and **results** of the **queries**. Next, the system may map categories to super categories in a step 70. The mapping at the...

14/3,K/16 (Item 16 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00743964 **Image available**

A METHOD OF REALTIME ALLOCATION OF AD SPACE ON A WEB PAGE BASED ON A BIDDING PROTOCOL

PROCEDE D'ATTRIBUTION EN TEMPS REEL D'UN ESPACE PUBLICITAIRE SUR UNE PAGE WEB EN FONCTION D'UN PROTOCOLE D'OFFRE

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Legal Representative:
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Boulevard, Los Angeles, CA 90036-5679, US,
Patent and Priority Information (Country, Number, Date):
Patent: WO 200057333 A2 20000928 (WO 0057333)
Application: WO 2000US7749 20000322 (PCT/WO US0007749)
Priority Application: US 99274984 19990323
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 4210
Main International Patent Class: G06F-017/60
Fulltext Availability:
Detailed Description
Claims

Detailed Description

... implementing advertiser ad display software; and,

2

FIGURE 4 is a flow diagram of computer software implementing search engine results page display software.

DETAILED DESCRIPTION OF THE INVENTION

Refer to FIGURE 1, which is an...several advertisements (ads) to be inserted into a space on a web page. As used herein, the term "ad" refers to a graphical image, text only, or a combination of graphics and text. The ad could be an Internet banner ad, TV ad (video and audio), radio ad (audio), or a listing, such as the results of a search or entry in a category. The server causes user information to be sent to each of a...

...106, located locally near the hub, or remotely at each advertiser's site. As used herein, the term "user" refers to a browser, viewer, or listener, capable of accessing a web site. User identification (ID...

...viewing habits, buying habits, income, e-mail, Internet Service Provider (ISP), zip code or other address information, search terms used, domain name, location, time of day, type of site, etc. On the Internet, an agent...

Claim

... period of time.

7 The method of claim 3 wherein said step of allocating further comprises: Arranging search results in a ranking order in accordance with bid prices received from said bidding agents within said...

...page space comprising:

Providing, to a number of agents, information about a user that has entered a search term on a web

page;
Receiving, for a period of time, a bid prices from said agents for...

...said space is allocated.

9 The method of claim 8 wherein said space is a listing of **search results**.

I 0. A method of allocating web page **advertising (ad)** space comprising:

Identifying a user that is currently accessing said web page;
Storing a number of ads...

14/3,K/18 (Item 18 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2005 WIPO/Univentio. All rts. reserv.

00577739 **Image available**

MICRO-TARGETED ADVERTISING

PUBLICITE MICRO-CIBLEE

Patent Applicant/Assignee:

ZAP ME!,
MARKS Joshua K,
STRASNICK Steve L,
MORTENSEN Lance H,

Inventor(s):

MARKS Joshua K,
STRASNICK Steve L,
MORTENSEN Lance H,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200041112 A1 20000713 (WO 0041112)

Application: WO 99US30529 19991220 (PCT/WO US9930529)

Priority Application: US 99227476 19990108

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA
MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA
UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ MD
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF
CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 8936

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... **ADVERTISEMENT AND PLACEMENT**

PARAMETERS

820

YES EVALUATE TRIGGER 845

EVE EVENT

825--> 850

PLAY NEXT END SESSION

ADVERTISEMENT

LOG SESSION 855

830--s **ADVERTISEMENT RESULTS**

COMPLETE

LOG COMPLETION 835

OF **ADVERTISEMENT**

FIG* 8

SUBSTITIUTE SHEET (RULE 26)

INTERNATIONAL SEARCH REPORT International application No.

PCT/US99/30529

A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) :Pleaw See Extra...

...218, 219

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. :

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and; where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Categorys' Citation of document, with indication, where appropriate, of the...

14/3,K/19 (Item 19 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2005 WIPO/Univentio. All rts. reserv.

00577717 **Image available**

SEARCH ENGINE DATABASE AND INTERFACE

BASE DE DONNEES ET INTERFACE POUR MOTEUR DE RECHERCHE

Patent Applicant/Assignee:

MICRO-INTEGRATION CORPORATION,

PARSONS John A,

FISHER Ed,

HOTCHKISS Steve,

DURST Kelly,

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ELLSWORTH Corey,

KNUPP Roger,

DEVORE Kristi,

EARY Matt,

FAIR Susan,

BRODERICK Mike,

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LEE wayne,

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PARSONS John A,

FISHER Ed,

HOTCHKISS Steve,

DURST Kelly,

ROBERTS John,

ELLSWORTH Corey,

KNUPP Roger,

DEVORE Kristi,

EARY Matt,

FAIR Susan,

BRODERICK Mike,

SHOMO William,

LEE wayne,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200041090 A1 20000713 (WO 0041090)

Application: WO 2000US455 20000110 (PCT/WO US0000455)

Priority Application: US 99115353 19990108; US 99117975 19990129; US

99119187 19990208; US 99119495 19990210; US 99119636 19990211; US

99120865 19990219; US 99122357 19990302; US 99124091 19990312; US

99129140 19990413

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA
MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA
UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ MD
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF
CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 41702

Main International Patent Class: G06F-015/16

International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... pass dynamic information to that other page. For instance, it would be desirable to configure a **search** engine or web page to find out demographic, financial, taste and/or interest information about a visitor, such as what the visitor has been **searching** for, or what the visitor's neighborhood demographics are in order to better serve the visitor. For...

...pass information along to a site

3

the user might click, such as by passing hyperlink information, **search results** and/or entry information, and/or information useful for **banner** advertisements. It would be desirable and valuable to have this ability so that businesses who receive clicks the referred site from the referring site.

Further, there is currently no way for a **search** engine to notify web sites that web sites have appeared in **search** results. There is also currently no way for **search** engines to solicit advertisements from web sites, based on the number of times their site appears in **search** results or is clicked on or on what **keywords** bring up the web page. Further, search engines currently do not keep track of the...whether or not to allow search refinements to be suggested by an expert system. For example, the **search** results may be ordered in accordance with the sites with the highest usage or hit ratio. The...

...illustrates exemplary search results for a search for "video stores" displaying results by proximity and listing each **search** result individually. To refine this **search**, the user may type additional terms into the keyword field and/or simply click on the "add" buttons 1201, 1202, 1203 located beside one or more of the suggested **keyword** refinements.

Results for e-commerce web sites and/or local web sites may be displayed separately. To...

...to the local results, the user may click on the "local businesses" link 1206.

If a particular **search** result has a commercial associated therewith (e.g., via online slide show, video and/or audio), a projector icon 1208 may be located beside the title of the

5 1

particular **search** result in the listed **search results**. **Advertising banners** 1210 may be presented from one or businesses located in the selected map area and/or related to the **search keywords**.

Each **search** result may be listed in text and/or icons, as well as be shown on a map 1204. For instance, the map 1204 may include an icon 1200

File 275:Gale Group Computer DB(TM) 1983-2005/Jul 28
 (c) 2005 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2005/Jul 28
 (c) 2005 The Gale Group
 File 636:Gale Group Newsletter DB(TM) 1987-2005/Jul 27
 (c) 2005 The Gale Group
 File 16:Gale-Group PROMT(R) 1990-2005/Jul 27
 (c) 2005 The Gale Group
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 148:Gale Group Trade & Industry DB 1976-2005/Jul 28
 (c)2005 The Gale Group
 File 624:McGraw-Hill Publications 1985-2005/Jul 28
 (c) 2005 McGraw-Hill Co. Inc
 File 15:ABI/Inform(R) 1971-2005/Jul 28
 (c) 2005 ProQuest Info&Learning
 File 647:CMP Computer Fulltext 1988-2005/Jul W2
 (c) 2005 CMP Media, LLC
 File 674:Computer News Fulltext 1989-2005/Jul W4
 (c) 2005 IDG Communications
 File 696:DIALOG Telecom. Newsletters 1995-2005/Jul 27
 (c) 2005 The Dialog Corp.
 File 369:New Scientist 1994-2005/May W4
 (c) 2005 Reed Business Information Ltd.
 File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
 File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc

Set	Items	Description
S1	4588131	AD OR ADS OR ADVERTIS??? OR ADVERTISEMENT? ? OR PROMOTION?? OR BANNER? ?
S2	6653565	SEARCH??? OR QUERY??? OR QUERIE? ? OR RETRIEV??? OR REQUES- T??? OR OBTAIN??? OR DATABASE? ? OR REPOSITOR???
S3	5840877	RESULTS OR HITS
S4	7445683	WORD? ? OR KEYWORD? ? OR TERM? ? OR TERMINOLOG???
S5	67920	S1(10N)S3
S6	112463	S3(7N)S4
S7	140186	SEARCH()ENGINE? ?
S8	404	S1(30N)S7(30N)S6
S9	184	RD (unique items)
S10	46	S9 NOT PY=2000:2005
S11	31	S10 NOT PD=19990414:19991231
S12	17310	(ADDITIONAL OR SECONDARY) (2W)S4
S13	134	INDEX??? (15N)S12
S14	93	RD (unique items)
S15	0	S13(50N)S1
S16	69	S1(50N)S12(50N)S2(50N)S3
S17	36	RD (unique items)
S18	15	S17 NOT PY=2000:2005

18/3,K/1 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

02016026 SUPPLIER NUMBER: 18917153 (USE FORMAT 7 OR 9 FOR FULL TEXT)
WebSeeker performs detailed searches. (Symantec's Internet FastFind, The
ForeFront Group's WebSeeker 2.1 Web search software) (Software
Review) (Evaluation)

Rapoza, Jim
PC Week, v13, n48, p103(1)
Dec 2, 1996

DOCUMENT TYPE: Evaluation ISSN: 0740-1604 LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 818 LINE COUNT: 00067

... improving the quality of searches.
Symantec Corp.'s Internet FastFind 1.0, in contrast, scans only seven
search engines and provides less-refined results. However, the recently
released \$49.95 product does provide several general...

...search, in which WebSeeker would remove links to inactive sites, index
the pages locally and strip out **advertisements**. Although this kind of
search is effective, it is also slow; on our T-1 connection, a...

...capabilities that allowed us to run searches overnight.
Doing the detailed search allowed us to refine search **results** (see
screen, left). We could use additional queries to reduce the **results** to
the most relevant information. We were able to use wildcards in the
additional search terms and use Boolean qualifiers such as "and," "but
not" and "near." We could also have WebSeeker monitor...

...most useful sites for changes.
On the other hand, Web Compass makes it easier to manage completed
searches. It creates topical indexes that use preconfigured keywords to do
a more basic form of **search** refinement. Another capability found in
WebCompass but not in WebSeeker or Internet FastFind is the ability to add
new **search** engines to be **searched**. This is especially useful for users
who want to **search** an intranet-based **search** engine as well as public
ones.

Internet FastFind's **search** abilities are more basic, but it does run
much faster than WebSeeker and it is more user-friendly. We were able to
run a **query** and then see the **results** sorted by page or by site. While
it did strip out inactive links, it does not have any **search** scheduling
capabilities or local result indexing.

Using the Notify feature, we could select Web pages and folders...

18/3,K/2 (Item 2 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01499681 SUPPLIER NUMBER: 11936413 (USE FORMAT 7 OR 9 FOR FULL TEXT)
SQLFile System. (Vinzant Inc.'s SQLFile System is for developing
applications) (Software Review) (On the Front End, column) (Evaluation)

Bolt, Robert C.
DBMS, v5, n2, p14(4)
Feb, 1992

DOCUMENT TYPE: Evaluation ISSN: 1041-5173 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 2485 LINE COUNT: 00193

... edit your data. After you log into your server, the Data Editor
simply prompts you for a **database**, table or view, and sort column, and
then builds a simple form with column names on the...

...a useful utility for quickly creating or modifying sample rows.
The basic concept behind developing applications with **ADS** is relatively simple. You create screen and report definition files and then assign actions to the 40...

...possible actions are fairly limited, so it is worth listing them here:

Popup windows (help or data)

Query data

* Insert, Update, or Delete data

Print reports (or windows)

Access a modem

* Run a keystroke macro

* Execute an external program

I started my time-billing application by defining a data-entry screen. **ADS** uses a virtual screen (of 99 lines) for applications; this **results** in finished screens with essentially a fixed cursor. The screen scrolls up and down to position the...

...fields and labels required in the first Timelog screen (see Listing 1), I associated SEIFCR statements with **additional keywords** to give you the capability to **query** and move among the rows in the table.

I included a lookup on the COMPID field finding...

...COMPID field. I could not populate the NAME field automatically without using a join in my original **query**.

Both popup windows and pick boxes are easily implemented. I created a pick box so users would...

18/3,K/3 (Item 1 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2005 The Gale Group. All rts. reserv.

02199545 Supplier Number: 56260885 (USE FORMAT 7 FOR FULLTEXT)
Stockscape.com Enters Into Contract With Excite, Leading Internet Portal.
Business Wire, p0423
Oct 13, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 266

...the Internet's leading web portals. Under the terms of the contract, Stockscape.com will sponsor the **search** terms "newsletter" and "newsletters" on the Excite Network (www.excite.com).

"Signing contracts with major Internet **search** engines that have demographically compatible customer bases greatly enhances our ability to rapidly add new viewers to...

...for investors," said Andrew Milligan, CEO of Stockscape.com. "In addition, by signing on as a prominent **advertiser** on Excite.com, we hope to rapidly drive traffic to Stockscape.com, which we believe will allow...

...attract additional high-profile newsletter partners."

Stockscape.com expects to enter into similar contracts with other major **search** engines that will encompass the use of **additional keywords** that are related to the financial newsletter community.

Stockscape.com is a leading web-based financial information...

...niche communities with strong e-commerce tie-ins. Featuring over two dozen investment celebrities, 1.4 million **hits** per month, and strong relationships with established financial publishers, Stockscape.com is one of the web's...

18/3,K/4 (Item 2 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2005 The Gale Group. All rts. reserv.

01905783 Supplier Number: 54978134 (USE FORMAT 7 FOR FULLTEXT)
Yellow-Page.Net Offers Employees/Small Business Owners A High-Tech Edge.
Business Wire, p0364
June 24, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 586

... be found at Yellow-Page.Net
You quickly dispatch the sandwich quandary by utilizing the convenient keyword **search** function in the yellow page section. No need to have a business name if you know the...

...of company it is and its location. Next, you look up Werner's using the business name **search** feature and cancel the 3 o'clock appointment. You then move on to the stock quote section...

...rental car for his meeting on Friday in Cincinnati.
BUZZ!
"Jenkins! We've got to cut our **advertising** cost. Get on it!"
"Right-e-o, sir!"
Yellow-Page.Net also offers preferred listings for those companies smart enough to **advertise** with them on a site that receives a tremendous amount of **hits** per day!
For only \$150 per year (compared to \$500 a MONTH to place a small **ad** in most yellow page phone books) you will get a high priority listing with your business name...

...attractive package will display your business information, a complete map with directions for potential customers, plus an **additional 40- word** description of your products, services or company profile!
For more information regarding Yellow-Page.Net's outstanding...

18/3,K/5 (Item 3 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2005 The Gale Group. All rts. reserv.

01365434 Supplier Number: 46281113 (USE FORMAT 7 FOR FULLTEXT)
NETGRAVITY TEAMS WITH CYBERCASH TO ADVANCE BUSINESS OPPORTUNITIES ON THE INTERNET
PR Newswire, p403SFW009
April 3, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 898

... based in San Mateo, CA, is the premier developer of software solutions for Internet marketing communications. Powerful **database** technology enables scheduling and placement optimization, and reporting capabilities for managing electronic advertising on the Internet. AdServer

...to deliver guaranteed numbers of impressions to their advertisers and increase sales by selling unused impressions to **additional** advertisers.
Keyword-based Ad Targeting
AdServer provides Web sites the means to sell targeted **ad** displays by delivering **ads** on the context of a search.
Categorized Ad Groups
AdServer enables sites to simplify and organize the process of selling **ad** blocks to **advertisers** by grouping **ad** spaces within a Web site according to criteria such as popularity or subject matter.

AdServer Expands Advertising Potential, Dollars, Results
AdServer also provides the means for content providers to increase ad revenues without increasing the number of ads displayed on their system. By rotating ads through a group of ad spaces to increase per-space revenue, scheduling ads for a short time each day, or selling ads on the context of a search, sites can increase per-space revenue.

AdServer 1.0 supports most UNIX and Windows NT platforms and....

18/3,K/6 (Item 4 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2005 The Gale Group. All rts. reserv.

01342098 Supplier Number: 46107794 (USE FORMAT 7 FOR FULLTEXT)
NETGRAVITY LAUNCHES ADSEVER, THE PREMIER ADVERTISING MANAGEMENT SYSTEM FOR
WORLD WIDE WEB PUBLISHERS
PR Newswire, p131SFW003
Jan 31, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 648

... of NetGravity AdServer. NetGravity AdServer is the first complete advertising management system for Internet Web sites. Powerful database technology enables scheduling and placement optimization, and reporting capabilities for managing electronic advertising on the Internet.

Yahoo...

...to deliver guaranteed numbers of impressions to their advertisers and increase sales by selling unused impressions to additional advertisers.

Keyword-based Ad Targeting

NetGravity AdServer enables Web publishers to sell targeted ad displays by delivering ads on the context of a search or a news feed. Categorized Ad Groups NetGravity AdServer assists publishers in simplifying and organizing the process of selling ad blocks to advertisers by grouping ad spaces within a Web site according to criteria such as popularity or subject matter.

NetGravity AdServer Expands Advertising Potential, Revenues, Results
NetGravity AdServer also gives content providers the means to increase ad revenues without increasing the number of ads displayed on their system. By rotating ads through a group of ad spaces to increase per-space revenue, scheduling ads for a short time each day, or selling ads on the context of a search, publishers can increase per-space revenue.

Compatibility, Pricing and Availability

NetGravity AdServer 1.0 supports most UNIX...

18/3,K/7 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

02994697 Supplier Number: 46111356 (USE FORMAT 7 FOR FULLTEXT)
NETGRAVITY: AdServer launched, the premier advertising management system
for WWW publishers
M2 Presswire, pN/A
Feb 1, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 664

... of NetGravity AdServer. NetGravity AdServer is the first complete advertising management system for Internet Web sites. Powerful database technology enables scheduling and placement optimization, and reporting capabilities for managing electronic advertising on the Internet. Yahoo...

...to deliver guaranteed numbers of impressions to their advertisers and increase sales by selling unused impressions to **additional** advertisers.

Keyword -based Ad Targeting NetGravity AdServer enables Web publishers to sell targeted **ad** displays by delivering **ads** on the context of a search or a news feed. Categorized **Ad Groups** NetGravity AdServer assists publishers in simplifying and organizing the process of selling **ad** blocks to **advertisers** by grouping **ad** spaces within a Web site according to criteria such as popularity or subject matter.

NetGravity AdServer Expands **Advertising** Potential, Revenues, **Results** NetGravity AdServer also gives content providers the means to increase **ad** revenues without increasing the number of **ads** displayed on their system. By rotating **ads** through a group of **ad** spaces to increase per-space revenue, scheduling **ads** for a short time each day, or selling **ads** on the context of a **search**, publishers can increase per-space revenue.

Compatibility, Pricing and Availability NetGravity AdServer 1.0 supports most UNIX...

18/3,K/8 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06677764 Supplier Number: 55898558 (USE FORMAT 7 FOR FULLTEXT)
Ticketmaster Online-CitySearch Offers RealNames Internet Keyword System to its Merchants; Leading City Guide Agrees to Bundle Internet Keywords With Merchant Services.

Business Wire, p0164
Sept 29, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 822

RealNames Corp., creators of the Internet Keyword Web addressing and navigation service, today announced **promotion**, marketing and distribution agreements with Ticketmaster Online-CitySearch, Inc. (Nasdaq:TMCS).

TMCS, a leading city guide which...

...to its new and current merchant subscribers to help users more easily navigate to their Web sites. **Additional** Internet **Keywords** may be purchased directly from Ticketmaster Online-CitySearch.

"Bundling Internet Keywords with the standard products and services

...In addition, the Internet Keywords assigned to Ticketmaster Online-CitySearch's merchants are prominently displayed among the **results** returned on several major Internet **search** engines when the appropriate Internet Keywords are the **query**.

"Once Ticketmaster Online-CitySearch starts using Internet Keywords, its merchants will find that Internet users visit their...

18/3,K/9 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

04714369 Supplier Number: 46940895 (USE FORMAT 7 FOR FULLTEXT)
WebSeeker performs detailed searches

PC Week, p103
Dec 2, 1996
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; General Trade
Word Count: 793

... Corp.'s Internet FastFind 1.0, in contrast, scans only seven search

engines and provides less-refined results . However, the recently released \$49.95 product does provide several general Web features, such as site monitoring...

...for "skiing" took more than an hour. Luckily, WebSeeker has scheduling capabilities that allowed us to run searches overnight.

Doing the detailed search allowed us to refine search results (see screen, left). We could use additional queries to reduce the results to the most relevant information. We were able to use wildcards in the additional search terms and use Boolean qualifiers such as "and," "but not" and "near." We could also have WebSeeker monitor...
...most useful sites for changes.

On the other hand, Web Compass makes it easier to manage completed searches . It creates topical indexes that use preconfigured keywords to do a more basic form of search refinement. Another capability found in WebCompass but not in WebSeeker or Internet FastFind is the ability to add new search engines to be searched . This is especially useful for users who want to search an intranet-based search engine as well as public ones.

Internet FastFind's search abilities are more basic, but it does run much faster than WebSeeker and it is more user-friendly. We were able to run a query and then see the results sorted by page or by site. While it did strip out inactive links, it does not have any search scheduling capabilities or local result indexing.

Using the Notify feature, we could select Web pages and folders...

18/3,K/10 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

02169415 Supplier Number: 42820789
Portsmouth & Sunderland Newspapers - Company Report
Investext, pl-2
March 9, 1992
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

GIROZENTRALE GILBERT ELIOTT report by De Larrinaga, A.

Additional (long term) contract printing orders and the relatively slow progress of the recession northwards has enabled Portsmouth & Sunderland Newspapers to offset the worst of the present advertising setbacks. In the publishing division, cover price increases of about 10% in the spring of 1991 have offset average circulation declines of 3%. Over 1H:91 underlying advertising revenues were down 8.3% (with volumes in Portsmouth -18%, Croydon -8% and the northern titles -4...

...7m in 1992.

Tables in report: Profits, Stock Price Data & Rating 1991-93; Turnover And Op. Profit Results Analysis By Division 1991-92; Interim Earnings 1991-92; Cash Flow And Shareholders' Funds 1990-93; Five...

...And Major Shareholders; Key Events In Previous Five Years; Schedule Of Announcements And Dividend Payments

The INVESTEXT database offers the full text of this report online (RN=1212376). To order printed copies, CALL (800)662...

18/3,K/11 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

08434743 SUPPLIER NUMBER: 17845022 (USE FORMAT 7 OR 9 FOR FULL TEXT)
RDS's Business&Industry database user survey results in.(Responsive Database Services Inc.)

Information Today, v12, n11, p1(2)

Dec, 1995

ISSN: 8755-6286

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 690

LINE COUNT: 00061

... fact level with natural language terms that reflect the language of business, the types of information that **searchers** are often looking for."

Indexing terms enable users to specifically find what they are looking for, and...

...product codes, industry names, article types along with company names, brandnames, and geographic codes.

Concept terms employ **search** terms that precisely define the type of information patrons often **request**, such as market size, market share, trends, industry forecasts, users, number of outlets, capacity, capital expenditure, product introduction, demographics, Hispanic market, green market, generation X market, and over 60 **additional terms**.

Marketing **terms** were developed with experts from the **advertising** industry and apply to articles dealing with the **advertising** and marketing of consumer products and services. Once again, they include the terms of the profession such as cobranding, contests, sports campaign, national campaign, infomercials, cable TV **advertising**, and 70 **additional terms**. Used in conjunction with concept terms and company or industry names, they exhibit powerful, precise, and quick **retrieval**.

More than 50 industry names have been developed that allow **searchers** to access specific industries and all the product codes included in them without the tedium of inputting product codes. B&I has mapped its numerical product codes to the industry names, simplifying the **search** strategy process while assuring complete **results**. Industry names include entertainment, telecommunications, snack foods, fast foods, packaging, and 50 additional industry names.

For more information, contact Responsive **Database** Services, Inc., Beachwood, OH at 216/292-9620, Fax: 216/292-9621.

18/3.K/12 (Item 2 from file: 148)
DIALOG File 148:Gale Group Trade & Industry DB
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08434345 SUPPLIER NUMBER: 17799076 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Internet current awareness service. (eWatch Internet "clipping" service) (Supersearcher Pick of the Month)

Searcher, v3, n10, p8(1)

Nov-Dec, 1995

ISSN: 1070-4795

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 644

LINE COUNT: 00056

... group ever known. Marketers often pay fortunes to find out what customers "really" think of products or **advertising** campaigns. Here is a chance to find out what customers really think. But how on earth can...

...using its own proprietary software to gather information off the Net, process and search it, and display **results**. Staff work with companies and institutional subscribers to establish a profile of interests reflecting company operations and...

...criteria on the fly.

With search statements in hand, the eWatch service scans incoming Internet chatter for **hits**. Each day they e-mail or fax **results** occurring in the previous 24 hours. Each report includes an Article Tracking chart, showing the number of...

...an Executive Summary, breaking each article down into four lines for easy skimming. The reports come with **search** terms underlined. Customers can also choose an optional Analysis service to summarize postings and

provide options and...

...exponentially.

Customers pay \$295 a month for eWatch plus \$2 per clip. The base fee covers ten **search** terms (words or phrases) with an additional \$1 per month charged for each **additional search term**. Each retrospective scan of the Archive also costs \$295 plus \$2 per clip. The Analysis report option...

...guarantee the service 100 percent. If the client is not completely satisfied, eWorks! will re-run the **search** or refund the money.

Another product, eWatch Alert, allows clients to track only dangers coming down the...

...the eWatch Alert!, companies pay \$1,895 a year with no per-clip fees and no additional **search** criteria fees:

PR Newswire co-markets eWatch through a worldwide licensing agreement that lets PR Newswire subscribers...

18/3,K/13 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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07174609 SUPPLIER NUMBER: 14882499 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Tips for designing the next generation of CD-ROM software. (CD-ROM
databases and search software)**
Schwartz, Candy
CD-ROM Professional, v7, n1, p110(4)
Jan, 1994
ISSN: 1049-0833 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 2467 LINE COUNT: 00191

... I prefer natural language to the word "intelligent," which is often used in this context (especially in **promotional** brochures). Natural language search relies on the use of sophisticated algorithms which calculate similarity values between a **query** (i.e., **search** statement) and the items in a file, based on the distribution characteristics of the words (or other...

...determine the relative importance of a work in an item. There is a large body of information **retrieval** research which continues to contribute to the development of such systems.

Commercial products designed with this type of **search** engine should incorporate stemming routines (to strip suffixes and match variants such as "picture" and "pictorial"), and should offer ranking of documents for their likely relevance to a **query**, ranked lists of **additional terms** to incorporate into a **query**, and true relevance feedback ("I like this document, find others like it," or "I don't like this document, remove others like it from my **results**"). Other desirable features include graphic displays of the percentage of relevant items in a file, disabling of automatic stemming, and control over the cutoff similarity value for **retrieved** items. Over the past several years, a number of **database** and CD-ROM companies have started making this type of **search** available. Aries Corporation's Knowledge Finder, and PL Systems' Personal Librarian were two of the first. The...

...should be easy to move around in the alphabet, and to cut and paste terms to a **search**. Thesaurus displays should be available for any fields controlled by such lists.

Bells and whistles include U...

18/3,K/14 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

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01731622 03-82612

Clip art collections

Jacso, Peter

Link-Up v15n6 PP: 3, 12 Nov/Dec 1998

ISSN: 0739-988X JRNL CODE: LUP

WORD COUNT: 1743

...TEXT: Web sites that offer free clip art. Most of them are very limited without the ability to **search** by keyword, or file type (bitmap versus vector graphic), let alone by specific file format (TIFF, GIF, EPS, PCX).

You can waste a lot of time scrolling through home pages after home pages in **search** of a specific clip object. A **search** in Excite for clipart OR "clip art" brings up over 170,000 sites (and shows that clip art is the preferred format). Even if you combine these terms with **additional** qualifier **words** to limit the **search**, the result can be overwhelming with way too many irrelevant "**hits**." Adding Hawaii as a qualifier still brings up 1,628 sites through HotBot. Many of these have...

...favorite travel destination and the clip art that they used in their travel journal, so they are **retrieved**. Instead of keyword **searching** the Web **search** engines for general depositories of clip art, it is much better to consult special directories. Yahoo!, as...

...of these sites promise in their header more than they deliver.

For example, <http://www.bizart.com> **advertises** free clip art but every screen opens with several rows of **ads**. When you click on a promising section (except for the cartographic clip art section), you see very...

18/3,K/15 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
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0641276 BW1153

WIRED MARKETS 2: Buyer's Index launches specialized search engine for mail order buyers

November 05, 1996

Byline: Business Editors/Computer Writers

...exclude those that do not ship to the United States, for example. You can also limit your **search** to retailers or wholesalers, or to companies with a favorable return policy. Most listings also tell you...

...new companies per week.

Buyer's Index also lists over 1,800 printed mail order catalogs. The **search** results include phone, fax, mail, e-mail addresses, and in some cases a catalog **request** button.

Advertisers Pay for Search Words

To be comprehensive, Buyer's Index offers free listings to all qualified mail order companies. Enhanced listings range from \$20 per month for 50 **additional search words** to \$350 per month for 9,000 **search** phrases. Enhanced listings also have higher visibility and include reports on impressions and click-throughs. To sideline Internet jitters and uncertainty, they offer a money back guarantee on all enhanced listings. **Banner ads** will be added soon at \$20 per